

CHEMIST & DRUGGIST

the newswweekly for pharmacy

June 2, 1990



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**SGM 'possible'
on Boots
homes furore**

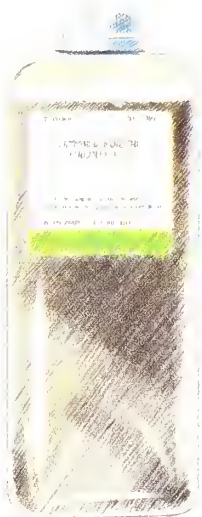
**CDA's £5,000 for
Sawtry legal fees**

**Get up to date
on hayfever**

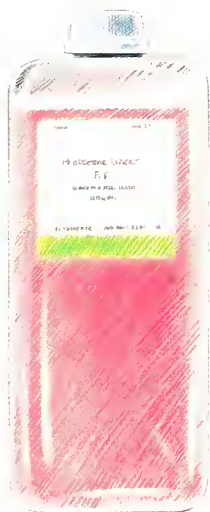
**Lloyds march on:
Cross & Herbert
bought out**



**Skincare: beauty
and the beasts**



COMPOUND BENZOIN TINCTURE BP.
2 LITRE BOTTLE



PHOLCODINE LINCTUS BP.
2 LITRE BOTTLE

CALAMINE LOTION BP.
100 ML BOTTLE

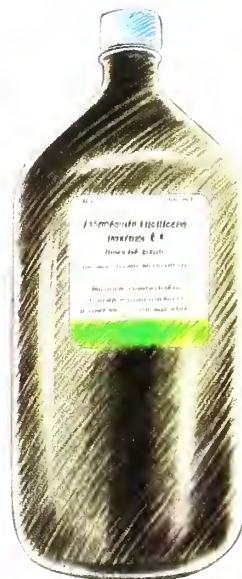


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Pharmaceuticals

CHEMIST & DRUGGIST

INCORPORATING
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COMMENT

Talk of standards is very much in the air with Royal Pharmaceutical Society president Marion Rawlings using the annual meeting to link standards and education as the twin pillars supporting the pharmacist's role. A week earlier, she stressed the particular responsibility multiple pharmacies carried for pharmacy standards when she spoke at the 75th anniversary dinner of Moss Chemists. Her point is that as pharmacy chains stand out in the High Street because of their common liveries and weight of numbers, they need to be in the vanguard of standard-setting if the public is to gain a favourable impression of pharmacy at large.

The trail blazing standards of pharmacy chains has never been more vital, if only because the tendency for the big to get bigger has been underscored by recent developments. Last year Kingswood merged with G.K. Chemists to form the fourth biggest UK multiple pharmacy with 150-plus branches. Macarthy have stressed their intention to expand their retail operation and recently bought a Jersey chain. AAH are steadily adding to the number of their franchise pharmacies, while Unichem say they will enter the franchise business post-flotation.

Meanwhile, following the announcement of his 500th outlet last week (pharmacies and drug stores) the 70-plus Cross & Herbert chain has fallen to the acquisitive Allen Lloyd.

Because they have much to gain from pharmacy's image such groups must offer both pharmacy and the public much in return. By and large they do. Notwithstanding the furore Boots have caused through their homes initiative the company sets and maintains exemplary standards through its 1,000-plus pharmacies. Moss pre-empted Nuffield with the introduction of patient medication records and quiet counselling areas. Kingswood refitted all their pharmacies in a four-year period finishing last year and culminating in a "Pharmacy Action '89" campaign, stressing pharmacy as the core of the business. So the die is cast.

Independents, too, up and down the country are showing the way themselves, as evidenced by the excellent entry in the recent *C&D*/Whitehall shopfitting award. All that remains is for the Society to set out even more clearly its standards stall to pre-empt the practice audit envisaged by Department of Health pharmacist John Merrills (*C&D* May 5) and the ever-improving pharmacy service will be set inexorably on its way.

SGM an option on residential home activity

Pharmacists in Liverpool say that a call for a special general meeting of the Society to discuss the way Boots the Chemist have been trying to win a share of the prescription business for residential and nursing homes has not been ruled out.

One of the most outspoken of Boots critics, John Donoghue, addressed two meetings on Merseyside last week, at which allegations that Boots were acting in a manner unacceptable to the vast majority of pharmacists were agreed unanimously.

Mr Donoghue told *C&D*: "The pharmacists agreed that the boycott in Liverpool was very worrying for Crookes and had resulted in quite a large drop in their business."

He said that the pharmacists were particularly unhappy with the way the Society's Ethics

Committee had dealt with complaints so far, and said that pharmacists who had concerns over Boots' activities should put them in writing to their LPC secretary, the National Pharmaceutical Association and the chairman of the Ethics Committee of the Society.

"One comment made at one of the meetings was that the ethics of a profession are ultimately

decided by its members and it's up to pharmacists to tell the Society's Council that we are not happy with the way the Code of Ethics is being interpreted."

Mr Donoghue urged pharmacists to express their concerns and said that if these were not taken on board, a call for a special general meeting of the Society was a "possibility" (see also *Letters* p970).

Practice units benefits

The establishment of academic pharmacy practice units should enable the hospital pharmacy service to take an "immense leap forward", according to Professor Geoff Booth of the pharmacy practice unit at Bradford.

Pharmacy has a clear involvement in providing independent advice for control of indicative prescribing budgets and the control of drug expenditure in hospitals he said last week at the opening of the Mersey unit at Whiston Hospital.

The Nuffield report made it clear there is a fundamental gap in information on which policies and practices within the hospital service can be developed and this gap needs to be plugged by sound practice research, said Professor Booth.

Pharmacy practice no longer appears on the curricula of schools of pharmacy in an irregular and erratic manner, he said. The Pharmaceutical Society is likely to ensure the inclusion of such studies before any course is accredited in future.

Election speculation fuels spending round

Mr Kenneth Clarke, the Health Secretary, is again at the centre of the annual battle between Whitehall's spending departments and the Treasury over their cash needs in the coming financial year.

He has discounted suggestions that he will be seeking a £3 billion addition to the health

budget which already totals £29bn a year. But a substantial increase in spending on the politically sensitive health service seems inevitable, particularly with the growing speculation that Mrs Thatcher, the Prime Minister, may decide to call a general election next year.

NPA critical of Boots Times advert

An advertisement published by Boots in *The Times* promoting its monitored dose system has been described by The National Pharmaceutical Association as a "quite reprehensible".

It suggests that errors are frequently made in the administration of medicines to domiciliary patients and resident in homes, undermines the confidence of patients in their medication and casts unjustified aspersions on the skill and dedication of those who care for the elderly, the NPA Board concluded at their May meeting.

The advertisement also draws an invidious distinction between Boots and other pharmacies, and the Board felt that the Royal Pharmaceutical Society's Ethics Committee should look at the matter.

A suggestion that a letter of complaint be addressed directly to Boots was not adopted; the Board felt that such a move would be wasted effort.

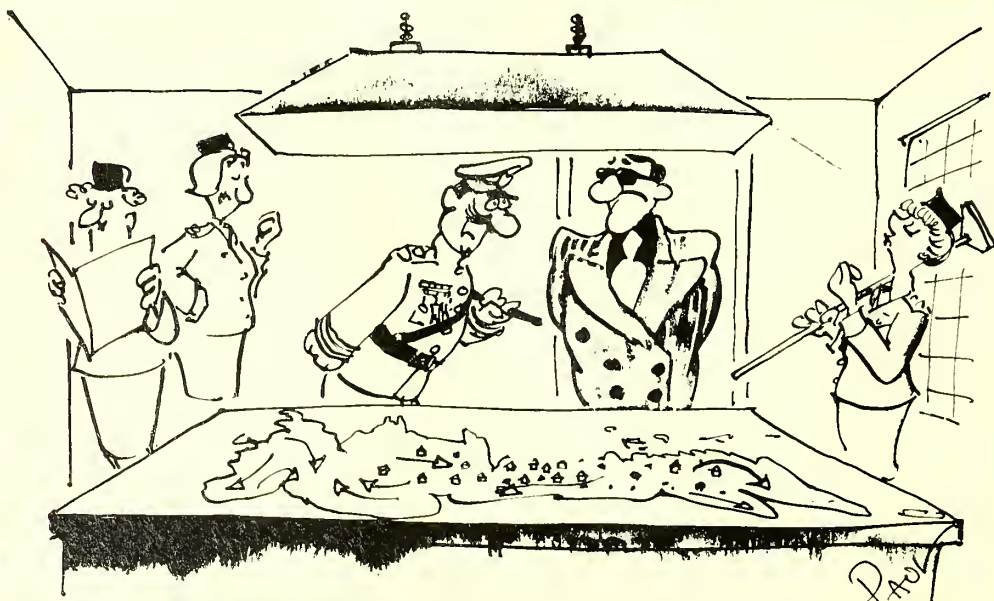
Script tax to stay?

Phasing out prescription charges has slipped further down Labour's list of priorities as a result of the party leadership's decision to keep spending commitments to a minimum in the run up to the next election.

Labour's "Agenda for Government", launched last week, re-affirms the aim of ending the underfunding of the NHS, but in accordance with the minimum spending commitment the precise scale of the investment has not been laid down.

Labour's health strategists now expect that the phasing out of prescription charges will become a long term process, probably starting with a decision to rule out any increases over the level prevailing when Labour ministers take office. Higher priority will be given to the return of free eye tests and dental checks.

The policy document envisages the introduction of a "Patient's charter" guaranteeing personal service with reduction of waiting times through an effective appointments system. There is continued emphasis on health promotion accompanied by plans for further curbs on tobacco advertising.



"Can we give the girls a rest now, Mr Lloyd, or have you another target in mind?"

No concord on OPD yet

The systematic introduction of original pack dispensing has been delayed because those involved have failed to agree common standards for pack sizes, Health Minister Virginia Bottomley told the Commons in a written answer last week.

At the moment there are no plans to change the Medicines Act to allow pharmacists to dispense pharmaceuticals in original packs of a size nearest to the quantity prescribed, Mrs Bottomley said. "We have no plans to issue a proposal for consultation because the views of the Standing Medical, Nursing and Midwives and Pharmaceutical Advisory Committees on the OPD report have so far led to disagreement," she said.

Dispenser pursues till thief

A 65-year-old dispensing assistant who chased and struggled with a raider was slashed in the arm with a razor sharp knife. Reginald Rider pursued the thief who had scooped cash from his till.

Ian Watson, 22, walked into the pharmacy, Southall's in Hoe Street, Walthamstow, on November 6 last year and helped himself from the till. He then threw the cash machine at Mr Rider, hurting his shoulder.

But Mr Rider sped after him, shouting a warning at passers-by, one of whom came running to his aid. Peter Cook, 30, of Chingford decided to get involved, and also gave chase, Snaresbrook Crown Court was told.

He and Mr Rider cornered unemployed and homeless Watson at Walthamstow Central Station, where he produced a Stanley knife. Mr Rider tried to struggle with him, but was stabbed in the arm. He suffered a three inch long gash. While Mr Rider recoiled from the shock Mr Cook disarmed the man.

Judge Lockhart praised the heroism of Mr Cook, who the court rewarded with £200.

Watson admitted theft but denied robbery, of which he was cleared. He also denied maliciously wounding Mr Rider, but was convicted. He pleaded guilty to causing Mr Rider bodily harm by throwing the till at him.

He was jailed for two years, 12 months of which were suspended.

Sandwich courses under fire

After 1994 the so-called "thick sandwich" pharmacy degree courses, where students spend their third year in practical training, will not be recognised as official pharmacy qualifications following a Royal Pharmaceutical Society Council decision not to amend the byelaws to formalise such schemes.

It seems Council is worried that students who complete their pre-registration year of practical training a full year before they have finished their academic course cannot be deemed to have shown they are able to apply all their undergraduate knowledge, because they will have been

taught only two thirds of it.

The decision affects courses at Liverpool and Aston, although students joining the thick sandwich courses this Autumn will be allowed to complete them.

As Robert Dewdney, head of the Society's education division, explained to *C&D* this week, there is less of a problem with the "thin sandwich" course at Bradford University with practical experience in two six month blocks, the last near the end of the fourth year.

But even these courses could be under threat. A new piece of European legislation, if passed, will require that pre-registration

training involves at least six months in hospital or community pharmacy towards the end of the total educational training. So it could be argued that the Bradford course would not comply if a student undertakes six months in hospital or community pharmacy at the end of their second year.

The RPSGB Council is currently looking at the thin sandwich course to see if it needs to make changes to accommodate the proposed EC requirement.

These developments will do little to foster relations with the pharmaceutical industry where more pharmacists should be employed, said Mr Dewdney.

Boots move to 'poach' scripts 'a local initiative'

The offer to doctors of a centralised, collected, repeat prescription service by the manager of the Boots branch in Hemel Hempstead is "on the face of it, a blatant attempt to poach dispensing business", says National Pharmaceutical Association director Tim Astill.

Boots say the letter is purely a local initiative and has been approved by the local pharmaceutical committee.

The letter, a copy of which has been sent to *C&D*, says that in

many towns in the country Boots participate in such schemes. "These arrangements have been usually established where two or three pharmacies serve a discrete local community, and patients benefit by collecting their dispensed medicines from their immediate neighbourhood," writes store manager, pharmacist A.M. Amies.

He goes on: "However, the patient may be afforded the same or better convenience by collecting their medicines from a

centrally situated pharmacy such as our premises in the Marlowes. Many of your patients, their friends, relatives and neighbours will make routine visits to the town centre and would welcome the opportunity to collect their medicines on that trip."

The letter ends by asking the doctor to inform colleagues of the service and it indicates that a follow-up phone call would be made to discuss timing of collections and any difficulties.

Mr Astill told *C&D*: "It is a clear recognition that Boots town centre branches are often less convenient and therefore at a disadvantage compared with the local community pharmacy. It is a rather hamfisted attempt to overcome that disadvantage and I think many doctors and surgery staff will react against it."

Mr Astill said that the letter was probably not unethical, though he would be interested to see what the Society's Ethics Committee makes of it. "It would have been less ungentlemanly if it had ended with a sentence such as: 'It is, of course, not my wish to upset or interfere with any existing satisfactory arrangements'," he said.

Mrs Joy Wingfield of the Royal Pharmaceutical Society's Law Department told *C&D* that over the past year the Ethics Committee and the Council had looked at a number of letters from pharmacists to doctors and by and large, ones which set out services available were not objected to. "Such letters should be dispassionately presented, factual, offer no inducement and should not be put on display in the surgery," Mrs Wingfield said.

Mersey drug advice unit

Drug information pharmacists on Merseyside have now set up a new centre providing advice to GPs in England on medicinal products and matters relating to prescribing.

Set up under the auspices of the working paper "Improving Prescribing", the centrally funded the Medicines Resource Centre — MeReC, based at Mersey Regional Health Authority in Liverpool, will send out a monthly bulletin to all GPs via FPC medical advisers, and regional medical and pharmaceutical officers.

The emphasis will be on encouraging rational, safe and cost effective prescribing with advice and information on the choice of drug, new product summaries and major health education programmes. Monthly briefings will also be provided for FPC medical advisers to facilitate discussions on prescribing matters with GPs.

The working paper offers

further guidance on the indicative prescribing scheme, under which GPs will receive annually an agreed amount of money to cover their drug prescribing costs.

It states that the scheme will be: "truly indicative and will not in anyway infringe the rights of medical practitioners to prescribe all the drugs which their patients need".

The drugs bill will continue to rise, although at a slower rate than would otherwise have been the case, predicts the working paper, confirming the observation that the introduction of PACT has had an impact on prescribing costs (last week, p906).

Professor Conrad Harris is to head a prescribing unit based in the Department of General Practice at Leeds University. And a national training and co-ordination centre, based in Mersey Regional Health Authority, for new FPC medical advisers has also been set up.

CDA donates £5,000 to help Sawtry legal expenses

The Chemists' Defence Association is to donate £5,000 towards any legal expenses incurred by Sawtry pharmacist Mr Bhupendra Lakhani in fighting a second judicial review being sought by dispensing doctors (C&D May 19, p852).

The National Pharmaceutical Association Board, meeting last week, was dismayed to hear that the GPs were seeking yet another judicial review of the Secretary of State's decision to allow a pharmacy to open in the village.

The Board assumed they were supported by the British Medical Association and the General Medical Services Committee and considered it "most unfortunate" that the medical bodies should work against the Clothier Agreement, which they had initially supported.

The £5,000 donation was by way of a tangible gesture of support for Mr Lakhani, and for the general principle that pharmaceutical services should be provided by pharmacists. There were strong arguments from some Board members for a more aggressive stance by NPA members in rural areas.

The NPA's PSNC representatives briefed the Board on the the current pay negotiations. In supporting PSNC's stand, the Board hoped that the Review Panel would "recognise the injustice in the Department's offer which, at a meagre 6.5 per cent amounted to a substantial cut in real terms".

Parallel imports Debate on the policy document "Pharmaceutical imports — an asset for the country" from the Association of Pharmaceutical Importers saw a

large majority of the Board strongly against PIs on principle. The supply of medicines different in appearance and packaging to those normally used was felt to be disconcerting to many patients. Unlicensed medicines also appeared to be finding their way into the market.

Pharmacists had no means of discovering readily whether a medicine was genuinely licensed because the Medicines Control Agency was not prepared to publish up-to-date lists. In any event, the PL(PI) system made it much easier for forged foreign-made pharmaceuticals to be distributed.

Controlled Drug registers The Board was "puzzled" by a consultation document from the Home Office suggesting it should be a legal requirement that pharmacists maintain running balances of Controlled Drugs obtained and supplied.

The proposal was strongly opposed: pharmacies are not a significant source of drugs of abuse, and the Board felt enforcement officers would create difficulties over the smallest discrepancy, which could arise through incidental losses. PMI records show the quantities of drugs being stolen from pharmacies are minimal and decreasing year by year.

Industrial methylated spirits It is proposed that retail supplies of small quantities to the public should be permitted for certain specified *bona fide* hobbies, use by injecting diabetics, etc. Approaches are to be made suggesting that IMS be added to Part 2 of the Poisons List.

The Scottish legal requirement that all retail sales of mineralised methylated spirits be recorded in a register and signed for was felt to be no longer justified. Customs & Excise are to be asked to bring Scottish law into line with that in the rest of Britain.

Metricalion Department of Trade proposals that metric and imperial units should be permitted alongside each other for a lengthy transitional period appeared to the Board to be far too gentle. The Board favoured compulsory metricalion over a short time-scale, with any incidental costs being met from EEC funds.

Consumer Guarantees Bill The Bill no longer made any references to consumer guarantees, but instead proposed amendments to the definition of "merchantable quality" in the Sale of Goods Act. The new definition, being considered by the House of Lords, would require goods for sale to be "of satisfactory quality".

"Satisfactory" would include

fitness for purpose, appearance and finish, freedom from minor defects, safety and durability. Problems were foreseen for pharmacists in ensuring that all their goods were free from "minor defects". The point is to be drawn to the attention of peers who were members of the All Party Group for the Retail Trade.

Drugs and hospices The Board expressed serious concern over a proposal from the Department of Health suggesting that hospices should be permitted to requisition drugs from hospital pharmacies. The Board did not see any difficulty in providing a full service to hospices via community pharmacies.

NHS contract opening hours Specialist legal advice is to be sought about the powers of FPCs in relation to the opening hours of NHS pharmacies following two recent cases. In one, the FPC was insisting on an evening rota being provided by only one pharmacy in an area where there were six or seven others; in the other, the appeal panel had agreed to grant a contract to an applicant solely on his undertaking to open his pharmacy until 10pm. There was some doubt about the power of an FPC to enforce such an undertaking.

Training — medicines counter assistants The design of lapel badges to be worn by assistants who had completed the MCA Course was approved. Mrs Benson is shortly to discuss a second phase of the course which would cover additional topics such as skin problems, nutrition and paediatrics.

Business Services

■ Cans of graffiti remover are to be added to the NPA's range of business aids.

■ A medicines administration record sheet for use in residential homes is to be offered to members with the advice that such records had legally to be retained for three years.

■ An increased rate of discount (20 per cent) has been negotiated for members and their staff with the PPP Medicalcare (formerly CrownCare) private patients scheme.

■ The LRC money-off scheme which provided members with vouchers for the purchase of items from NPA Services proved popular and permission is to be given for a repeat of the scheme at some future time.



The NPA Board gathered on the steps of Mallinson House to mark Andrew Watson's first meeting as chairman. Back Row (from left): Wally Dove (Southern England); David Sharpe (Home Counties); Dengar Evans (Wales); Peter Gleeson (Surrey and West Sussex); Edward Brown (Scotland); David Thomas (West Midlands); Peter Taylor (Staffs and the Marches). Middle Row: Alan Facer (North-West); Don Ross (East Midlands); Joe King (East Anglia); Marshall Gellman (Greater Manchester). Front Row: Leslie Calvert (Yorkshire); Gordon Bullous (North-East); Bob Worby (East London and Essex); Jeremy Clitherow (Merseyside); Andrew Watson (chairman, Scotland); Tim Astill (NPA director); Lewis Priest (North and West London); Hopkin Maddock (South-West); Peter Holman (East Sussex and Kent). Missing due to ill health is Thos O'Rourke, (Northern Ireland)

Establishing a voice...

The Health Service is difficult enough to understand without it being subjected constantly to evolutionary jumps. Each jump transforms it into a completely different species. I sometimes wonder if, rather than making the animal more manageable, the reason for re-organisation is to create a wall of confusion behind which civil servants can be evasive.

Recent changes, which came into effect on April 1, split the service into small sections called "units of management". These are smaller than the older area health boards, and each unit is accountable for both the cost and the quality of the services it provides. The new buzzword is management: regrettably professionalism appears to be of lesser importance.

**"We must choose
candidates with a bit of
spunk to get our message
across"**

For example, the chief area pharmaceutical officer is no longer administratively responsible for pharmaceutical services in the hospital sector. This role will go to a unit general manager who will, in most instances, not be a pharmacist. The situation in the community sector will be different, but we must be prepared.

It is imperative that pharmacists support the initiative which John Hunter has been promoting. We must establish a strong voice *via* the area pharmaceutical advisory committees, which are our first line communication to the Department of Health. This is not a new committee. In the past it was poorly supported. Few knew of its existence and pharmacists were usually "volunteered" to serve.

I wonder if there is a need for a more vociferous committee to deal with a potential increase in requests for advice from unit general managers, or will the advice, as in the past, be ignored. Whatever the outcome we cannot afford to be complacent. Things have changed dramatically recently and we must choose suitable candidates with a bit of spunk to get our message across. Only those who have not found a relative reduction in overall remuneration in the past 10 years can say it doesn't affect them.
Written by a Northern Ireland community pharmacist.

TOPICAL REFLECTIONS

by Xrayser

Unfriendly boot for CPP

The College of Pharmacy Practice may be able to operate effectively from Warwick but it does seem regrettable that it has been forced to move because of the prospect of an increase in rent from its landlord, the Royal Pharmaceutical Society! The headquarters of our only postgraduate college should be in the capital and in close proximity to its professional mentor. A reasonable rent should be expected for the use of its premises, but not such a penal sum that relocation out of London is the only alternative! Unichem is obviously not the only pharmaceutical organisation losing its friendly society status, but at least theirs was by an overwhelming vote of the members!

Worthy of his hire?

Prescription tax is now £3.05 and rises with each successive year. The expectation of the patient has correspondingly changed and a price tag of over £2 for an OTC medicine no longer raises many eyebrows. We offer our professional advice for free, while other professions charge well for their services. So our reward must come from the profit on sales and the generation of future custom. A chancy business indeed.

Alan Spivack has suggested nostrums could raise our profits and, assuming we have sufficient time, I am sure this approach can bear dividends — but what of our private dispensing? Most community pharmacists follow the guidelines laid down by the RPSGB, but these are now so out of date they are almost laughable. The patient expects to pay a reasonable professional fee. It is about time the recommended scales were changed to reflect that expectation.



Not to be sneezed at

I am sorry to see that Countercall are in the hands of receivers and trust that their troubles can be overcome. Mine, however, may be only just beginning, because I have been anticipating a call by a representative from this company ever since Merrell launched their "new" Seldane hayfever treatment.

The hayfever season has started even earlier this year, and I have already stocked up on this year's anticipated little miracles, but so far Seldane has been noticeable by its absence. Under the circumstances I cannot be alone in my isolation, so what are Merrell going to do?

Will they go ahead with their advertising campaign? Will they market this product through their own representatives, or will they leave me to the mercy of wholesaler benevolence? Does Seldane even exist, or are rumours being maliciously spread? Answers please! The hayfever peak is imminent.

Written in their language!

They say that a pharmacy is only as good as its staff, and I am pleased to say that I have excellent girls. Last week's *Over the Counter* supplement in the *C&D* was as topical as ever and makes a superb staff training manual. I no longer have to instruct my staff to read this publication as they look forward to its arrival and avidly absorb its contents. It is written in their language, and I have to admit that I also read and find it very informative, as there are times when the high powered scientific stuff is best left to the academics.

Well done, *C&D*, and thank you for helping me run an efficient pharmacy.

COUNTERPOINTS

Almay go automatic for eyes

Nicholas Laboratories are introducing a range of Almay automatic eye pencils (£3.45). They are slimline and fully retractable making handling and application simple. Their chiselled wedge shape can be used to create a thick or thin line and requires no sharpening, say Nicholas.

Automatic Eye Pencils are lanolin free and ophthalmologist tested. Packaged in colour matched plastic cases they will be available from the end of the month.

There are six colours available and an artist's palette display unit is available showing the whole range of colours from every angle with a header-card at the back. *Nicholas Laboratories Ltd Cosmetics Division. Tel: 0753 23971.*

Elastoplast is sensitive

Smith & Nephew have added hypoallergenic plasters to their Elastoplast range. They have been developed to cater for adults and children who are allergic to conventional plasters and those who have sensitive skin, says the company.

A low allergy adhesive is used on a non-woven substrate and a medicated pad is incorporated into the plaster. Packs will be colour differentiated from the Elastoplast range with green card. A sales unit will contain six tamper evident packs (20 £1.10). *Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750.*

Numark are introducing a new, economy 1 litre size sterilising liquid into their range of baby toiletries. Packed in sixes, it will retail at £1.19 say *Numark Management Ltd. Tel: 0985 215555.*



Kimberly-Clark re-enter tampon sector

Kimberly-Clark will shortly be introducing tampons and folded and wrapped pantyliners into their Freedom range.

Simplicity Freedom tampons are said to offer a "mould breaking" concept in feminine hygiene — the digital tampons come in assorted colours. Each pack of 20 in regular (£1.35) and super (£1.45) absorbencies contains an assortment of brightly coloured tampons in pink, mauve, green and yellow. The tampon itself is made of white viscose cotton with a colourful film wrapped around it. A clear window on packs enables the contents to be seen.

Freedom is the company's

third launch into the tampon sector. Stan Newman, national account manager, says that research has shown that the assorted colours with an "element of fun" appeal to women. Insertion is made easier by the softer, slimmer pledgets with rounded noses, he adds.

Simplicity Freedom folded and wrapped pant liners (26 £1.25) are said to be shaped for comfort, with silky smooth covers and a wide band of adhesive for added security.

The Simplicity range will be supported by £2.6m of advertising on television and in women's magazines, this year. *Kimberly-Clark Ltd. Tel: 0622 717700.*

Seven Seas introduce two new Berries

Two new Berries varieties are being launched by Seven Seas Health Care this week, in evening primrose oil with vitamin E and magnesium variants.

Evening primrose oil is now the most popular supplement in the market with sales this year worth about £28m, say Seven Seas. The new lemon flavoured Berries contain 6.71mg (10iu)

natural vitamin E and 250mg EPO (£2.99 for 30).

Seven Seas say magnesium is a supplement for the future — popular on the Continent, it is as widely used as garlic. The formulation contains 100mg of magnesium in each wild strawberry and vanilla flavoured Berry (£2.95 for 30). *Seven Seas Healthcare Ltd. Tel: 0482 75234.*

Healthcrafts cod liver oil extra

Cod liver oil extra is being introduced into the Healthcrafts range by Booker Nutritional Products.

Healthcrafts cod liver oil extra with vitamin E and lecithin provides three fat-soluble vitamins, EPA and DHA (the omega-3 fatty acids).

The supplement has been packaged with a red heart symbol, identifying it as part of the Healthcrafts "heart nutrient" range, and will be supported by point of sale material.

The product is available to the trade in cases of six for £20.83 (rsp £5.99 for 90 capsules). Products in the "heart nutrient" range include Arterol, EPA-Forte, a fish oil combination, high potency lecithin with vitamin E, chewable oatbran 400mg and PRN niacin 250mg. *Booker Nutritional Products. Tel: 0932 336366.*

Beecham boost C-Vit

Beecham Bovril Brands have given their C-Vit range a new look for Summer with the relaunch of their Tetrapak ready to drink cartons in new livery.

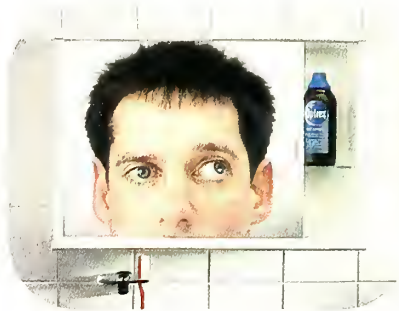
The orange juice drink has been given a "richer, more tangy flavour", says the company. They have also introduced a new orange and peach flavour to the range.

The range will be supported with a national television advertising campaign concentrating on the health benefits of C-Vit. *Beecham Bovril Brands. Tel: 081-560 5151.*

L'Oreal are spending £2.3m on television advertising for four of their brands. The campaign which will run until mid-June, will feature Plenitude, Recital, Energance and Studio Line. *L'Oreal. Tel: 071-937 5454.*



COTTON BUDS



EYE-SPY



BATHTIME

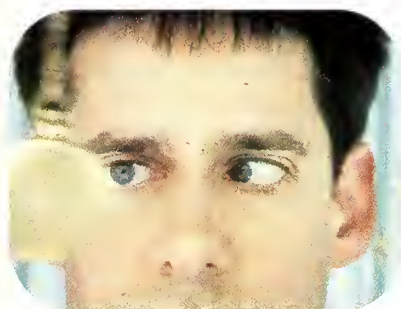


CUCUMBERS

**THEY USED TO
SAY TOO
MUCH TELEVISION
WAS BAD
FOR YOUR EYES.**



TRAFFIC



HYPNOSIS



CELEBS



I'M WISHING

Ironical isn't it? To show how Optrex helps soothe sore and tired eyes, we're using one of the major causes. Television. We're spending over £2 million on a series of new commercials that will have everyone glued to their sets.

The first four are already on air, with episodes five, six, seven and eight to be screened at a later date. To make sure it's not too much of a strain on the eyes, we've also made seven radio commercials to be aired this summer.

All this is bound to raise a few eyebrows not to mention sales of Optrex. We suggest you stock up now. And remember, the next time you see someone with sore eyes, you'll know they haven't been watching enough television.



Beards are banned

Women are the single biggest influence on male grooming habits, according to a survey carried out by Gillette.

Other findings of the survey into women's attitudes to male grooming:

— British women hate beards and moustaches and are not impressed by "designer stubble".

— A clean shaven man comes across as sexy and sophisticated.

— Good grooming is vital for career progression.

The results show a definite thumbs down for all types of facial hair, 73 per cent of women prefer their men clean shaven and see beards and moustaches as "scruffy and dirty". In fact, many believe a beard to be a sign of lack of confidence or even facial faults! Moustaches alone suit swarthy foreigners rather than pale-skinned Englishmen.

"Designer stubble," far from being considered sexy and trendy is seen as scruffy "five o'clock shadow under another name". Women consider it unfashionable, slovenly and uncomfortable, so it is fortunate that only 3 per cent of men admit to liking it.

Clean shaven is also seen as sexy, according to 65 per cent of women interviewed, a signal that romance is on the agenda! Wet shaving is still more popular (60 per cent) than dry, considered closer, cleaner and more refreshing. Women are responsible for purchasing 30 per cent of their partners blades and razors. *Gillette Shaving Bureau. Tel: 071-581 0335.*

A close shave

Dep (UK) have launched a medicated version of their wet shaving cream, Erasmic.

The new product is aimed particularly at men with sensitive skin and skin problems, says the company. It is based on the original Erasmic formula with the addition of allantoin, dragasantol, derived from the essential oil of camomile, deo-usnate, glycerine, and menthol for cooling and fragrant properties. The company believes the new brand will help relieve razor burn, nicks and cuts and achieve a closer shave without irritation.

Available in 200ml "ozone-friendly" cans (retail around £1.29), the medicated Erasmic sports blue and black graphics, distinctive from the red and black of the original Erasmic. *Dep (UK) Ltd. Tel: 0753 820743.*



Philips launch upmarket shavers

"Top-of-the-market" models have been introduced into the Philishave rechargeable and Philips Ladyshave ranges.

Four models, the HS 975, HS 925, HS 905 and HS 875 are added to the Philishave range. All are multi-voltage, can be used corded or cordless and are supplied with a storage cassette. The company says a newly designed trimmer with a long "throw" gives improved user visibility when shaving awkward areas and improved cutting performance.

Recharging, which previously took one hour, now takes only 30 minutes and gives up to two weeks cordless shaving.

The HS 975 is the "top-of-the-range" and features a "minutes left" warning and an alarm which indicates when the shaver is at full power as well as when it is running low. The new Philishave models retail from £69.99 for the HS 875 to £99.99 for the HS 975.

Six models are added to the Philips Ladyshave range. All designed in two-tone or three-tone pastel shades, the models incorporate a cosmetic shaving head with foil and trimmers said to give a smooth close shave.

The HP 2745 de luxe rechargeable can be used cordless or from the mains. An eight-hour recharge gives approximately 35 minutes shaving. Both the HP 2745 (multi-voltage) and HP 2723 de luxe mains version (dual-voltage) can be used anywhere in the world, while the HP 2721 mains model has 220-240V for use throughout Europe. The HP 2705 is a battery model. The range will retail from £14.99 for the HP 2705 battery model to £33.99 for the



HP 2745 rechargeable.

Two "wet and dry" models have also been developed. The company believes this will offer the convenience of being used in the shower or bath with the effectiveness of a shaving head with foil and trimmers. The HP 2743 is rechargeable (retail £34.99) while the HP 2708 (retail £17.99) runs on batteries.

The two ranges will benefit from the £6.5m spend Philips is planning for its small appliances during 1990. Television advertising is scheduled for the peak pre-Christmas sales period. *Philips Home Appliances. Tel: 081-689 2166.*

Elida Gibbs are promoting their Vaseline Dermacare range with a competition for pharmacy staff (see p981). Entrants have to answer questions on the brand and complete a tie-break. First prize is a £250 Thomas Cook holiday voucher but every entrant will receive a pack of Dermacare lotion, 75ml say *Elida Gibbs. Tel: 071-486 1200.*

Philips' Collection...

"The Philips 1990/91 Collection" trade brochure, shows their range of small appliances covering three product areas: personal care, kitchen appliances, and home comfort.

It also contains market information, giving brand shares, the value and volume of each market, and other research figures. Copies of the brochure are available from *Philips Home Appliances. Tel: 081-689 2166.*

...on TV

A two-month television campaign for Philishave Tracer started yesterday, with a new 30-second commercial "Music for shavers to rave to" on national ITV and Channel 4.

The commercial, aimed at teenagers and gift buyers, offers consumers a free pop video with one proof of purchase from any of the five Tracer models. The offer runs from June 4 to July 28, with final redemptions made by August 13. Applications, with proof of purchase, should be sent to Unit 205, Glenfield Park, Philips Road, Blackburn, Lancs BB1 5PT.

The campaign is backed by a series of Press advertisements in the TV Times. Some 50 per cent of teenagers and adults will see the commercial say *Philips Home Appliances. Tel: 081-689 2166.*

On offer

Offers on a range of travel and personal care products are included in the June promotions from BDC Independents. Irons, hairdryers, personal grooming aids and shavers by leading manufacturers such as Russell Hobbs, Braun and Traveller are illustrated in an eight-page guide detailing the offers available.

Customers are offered a free Braun Curling Tongs with any 6 featured items, a free Traveller display with orders over £150 and a free Remington In-pack Lektroblade razor with every purchase of Smooth and Silky shaving system. *BDC Independents. Tel: 081-881 2001.*

Unichem are offering a discount on Ever Ready Gold Seal batteries during June. The Ever Ready display tray (5xLR20, 7xLR14, 12xLR6B4, 15xLR03 and 10x6LF22 batteries) which usually costs £86.70 will be available at £73.70. The retail value of £138.49 offers 39 per cent profit on return. *Unichem. Tel: 081-391 2323.*

Lyclear Creme Rinse Prescribing Information
Presentation Each 59ml bottle of Lyclear contains 1% w/w permethrin plus 20% w/w isopropanol in a creme-rinse base. **Uses** For the treatment of head louse (*Pediculus humanus capitis*) infections. **Dosage and Administration** *Adults and children over 2 years*: Shampoo hair as normal, rinse and towel dry. Shake the bottle thoroughly and apply enough Lyclear to saturate the hair and scalp. Leave on the hair for 10 minutes, then rinse thoroughly with water and dry in the usual way. **Contra-indications, warnings, etc.** *Contra-indications*: Hypersensitivity to permethrins, other synthetic pyrethroids, pyrethrins or chrysanthemums. **Precautions**: For external use only. Wear gloves for multiple applications. Only use in children under 2 years under medical supervision. Use in pregnancy only if potential benefit outweighs the possibility of unknown risks. **Side- and adverse effects**: Adverse reactions are infrequent, mild and transitory, and are usually also symptoms of head louse infection. **Basic NHS Cost**: £1.68. Legal Category [P]. Further information available on request. **The Wellcome Foundation Ltd.**, Crewe, Cheshire CW1 1UB. Lyclear is a Trade mark.

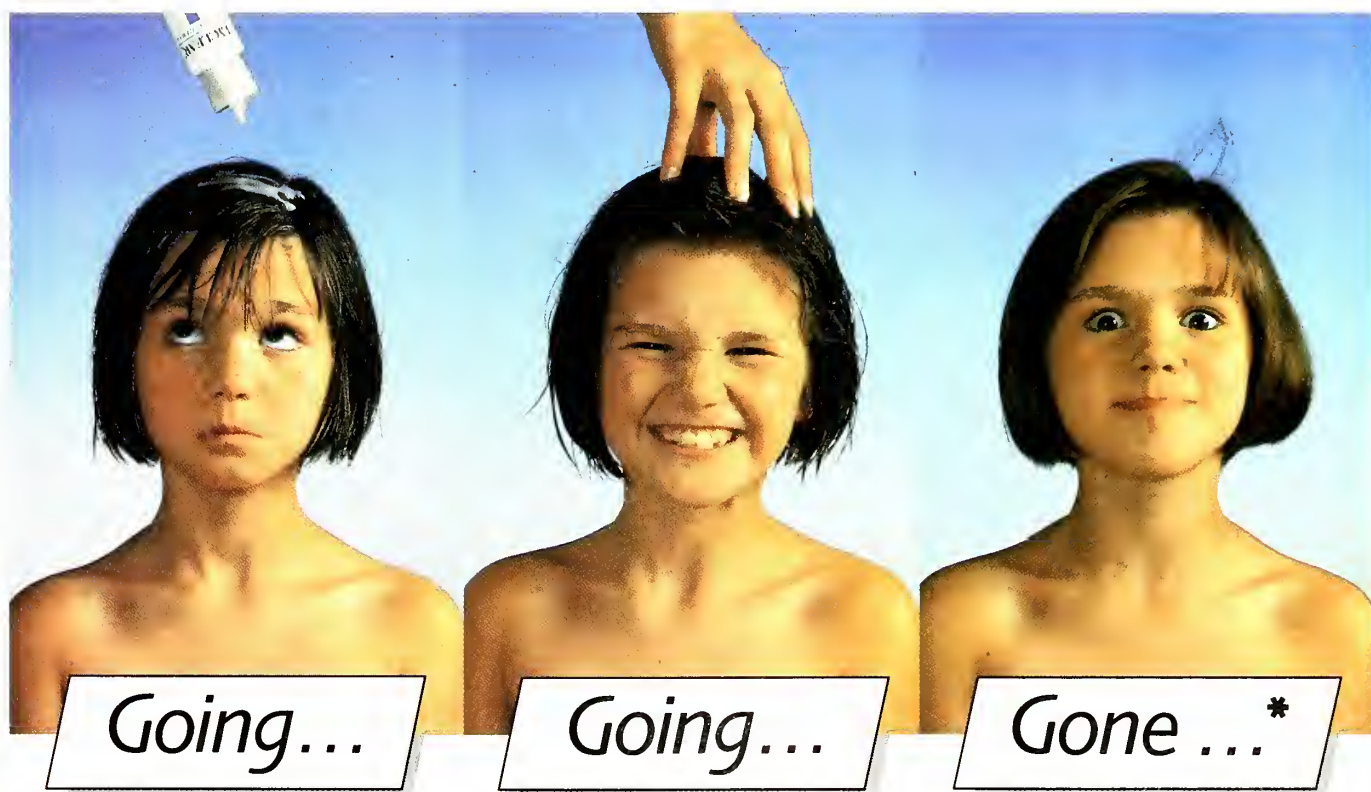


Wellcome

LYCLEAR

Permethrin

A single 10-minute treatment for head lice.



Going...

Going...

Gone ...*

*99% overall cure rate after one week.

Eradicating head lice hasn't always been easy or pleasant. But now Wellcome presents a new pediculicide. It's called Lyclear.

Based on the tried-and-tested permethrin compound, new Lyclear is highly effective as a single application creme rinse, and used as easily as a normal hair conditioner.

In fact, just one ten minute Lyclear treatment is sufficient to kill lice and eggs, with the comparative effectiveness of either a 2 or 12 hour malathion application. What's more, Lyclear's strong residual capacity can protect against reinfestation for as long as 6 weeks after use.

Although highly effective, Lyclear has a

pleasant smell, is unlikely to cause eye irritation, has low potential for toxicity or allergic reactions, and being biodegradable is environment and user friendly.

With its recognised cosmetic advantages together with its proven clinical potency, Lyclear is an ideal head lice treatment for every member of the family.

Lyclear is a head lice treatment you can confidently recommend to be quick, effective, and pleasant to use.

NEW
LYCLEAR
 C r e m e R i n s e

Kills head lice in just one 10-minute application.

Available through
UniChem branches

ANOTHER STEP TO HEALTHY LIVING



Available in the following presentations.

Sugar Free Ampicillin Oral Suspension BP 125 mg per 5 ml. Packed in 100 ml **Drug Tariff** £0.76

Sugar Free Ampicillin Oral Suspension BP 250 mg per 5 ml. Packed in 100 ml **Drug Tariff** £1.23

NORTON
A DIVISION OF
Harris Pharmaceuticals Limited

Patman House, George Lane, London E18 2LS. Tel 081-530 7166, Fax 081-989 0452, Tlx 897734.

Alberto to get into condition

Alberto are relaunching their range of shampoos and conditioners under the Alberto Balsam brand which, they say, will offer improved conditioning to suit specific haircare needs.

The two "most popular" shampoo variants, frequent use and permed, coloured and dry hair, are joined by extra body, which gives added volume and bounce to fine hair, say Alberto. And introduced alongside the conditioner for permed or coloured hair are: dry and brittle hair, and extra body.

The range of six products is available in family size 350ml bottles at £0.99 for shampoo, and £1.19 for conditioner. *Alberto-Culver Co.* Tel: 0256 57222.

Braun are supporting their Silk-epil hair puller with a £1m television advertising campaign. The 10 and 20 second commercials will be shown on regional channels throughout June and nationally in November and December. *Braun (UK) Ltd.* Tel: 0932 785611.



'Drop' for Sanara

Wella's Sanara is being promoted this Summer by a national door drop and in-store trial sizes.

During the month-long door drop campaign one million homes will receive 15ml samples of the

enriched shampoo and enriched shampoo conditioner. A leaflet, printed on recycled paper, will highlight the range's environment stance and contain a 20p money-off coupon valid against Sanara.

Trial sizes of Sanara shampoos, conditioners and shine-enhancing hairspray (all 50ml) and intensive conditioning treatment (40ml) will retail at 39p.

A tray, holding over 50 units is available to display the Sanara trial sizes. *Wella Great Britain.* Tel: 0256 20202.

Hair on air

Timotei dandruff shampoo will feature in a nationwide radio based promotion during June and July.

Those who arrive at Timotei sampling booths between set times of the day and mention a special password will receive a miniature fixed frequency radio.

All those visiting the site will receive a free trial size bottle of Timotei dandruff shampoo plus a 20p coupon.

The sampling scheme will be combined with a radio advertising campaign, *Elida Gibbs Ltd.* Tel: 071-486 1200.

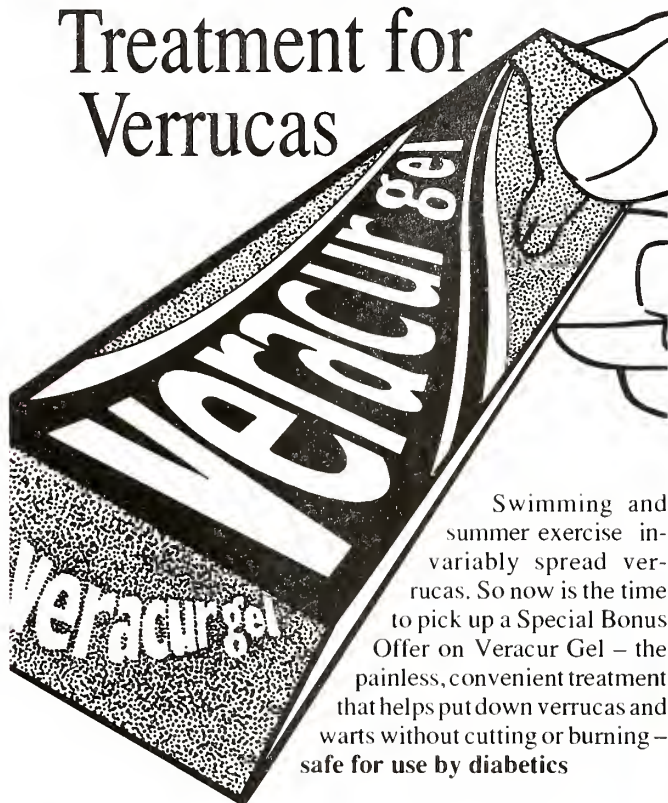
Listermint, is to be advertised nationally from June 11 in a new poster campaign. The plaque fighting qualities of *Listermint* and the advantages of *Listermint* with fluoride will be highlighted. *Warner-Lambert Health Care.* Tel: 0703 620500.

It's not just the antihistamine that makes Wasp-eze the one to counter-prescribe

- It's the only dual action spray-on anaesthetic and antihistamine for bites and stings.
- Wasp-eze is effective on a wide range of bites and stings, from insects to nettles and jellyfish.
- No-touch application.



Pick up the **veracur gel** Bonus. The Painless Treatment for Verrucas



Swimming and summer exercise invariably spread verrucas. So now is the time to pick up a Special Bonus Offer on Veracur Gel – the painless, convenient treatment that helps put down verrucas and warts without cutting or burning – safe for use by diabetics

See your De Witt representative for details or contact our sales office on 081/441/9310

**BONUS NOW (Ask for Details)
NEW LOOK O T C PACKAGING
NATIONAL MAGAZINE ADVERTISING**

Veracur Gel. Contains formaldehyde solution BP equivalent to 0.75% w/w formaldehyde on water miscible gel base. Available in 15g tube.

veracur gel

helps put down
what feet pick up



Sole U.K. Distributor. E C De Witt Company Limited,
62/64 East Barnet Road, New Barnet, Herts EN4 8RQ.
Telephone 081/441/9310

COUNTERPOINTS

Revlon launch 'friendly' skin range

Revlon are launching Ecologie with EPS (environmental protection system), a collection of skin care products designed to help defend the skin from the harmful effects of today's environment. The products, to be in selected stores by October, aim to detoxify, hydrate and protect.

Suitable for all skin types, the range is non-animal tested, biodegradable, hypo-allergenic, non pore-clogging and perfume free. Most items are presented in recyclable glass bottles.

There are five Ecologie products. The detoxifying cleanser is a water-activated lathering gel (150ml, £10.50). The rehydrating spray is alcohol-free and contains the moisture enhancers hyaluronic acid, chitin extract and sodium PCA (150ml, £10.50; 50ml, £5.50). The



humidifying fluid is a lightweight lotion containing non-PABA UVA and UVB sunscreens to a sun protection factor of 6 (50ml, £12.50), while the humidifying cream is a richer moisturiser containing the same UV protection (50ml, £14.50). The skin stress mask delivers moisturising factors to the upper layers of skin (pack of three, £15).

Advertising includes double page colour in women's magazines starting in October or November. There will be new merchandising units and information booklets for POS. A public relations campaign will encompass sampling in selected outlets, plus advertorials and related media promotions. *Revlon International Corporation. Tel: 081-568 4466.*

Seton have replaced Colgate-Palmolive as joint sponsor with Unichem of the Pharmacist Golfer of the Year championship. The final will be held at Hawkstone Park, Shropshire on September 4. *Unichem. Tel: 081-391 2323.*

Essential oils on display

A natural pine stand has been introduced by Gerard House to display their range of pure natural essential oils.

The stand holds 72 essential oils and three almond oils and costs £15. However, it is available free of charge with orders for essential oils to a trade value of £150.

There is growing consumer interest in the use of essential oils for aromatherapy and the company "is confident that the new unit will attract attention in retail outlets".

Also available free to retailers are consumer leaflets explaining the uses of essential oils and warnings about their mis-use – because the oils are highly concentrated they should not be taken internally or in most cases used undiluted on the skin.

Gerard House employs its own qualified aromatherapist who is available to lecture retailers and their employees. *Gerard House Ltd. Tel: 0202 434116.*

La Prairie comes from Switzerland

Laboratories La Prairie in Montreux, Switzerland are introducing three new make up products: cellular treatment foundation; perfecting primer and foundation loose powder.

Cellular treatment foundation (£24.90) comes in six neutral shades ranging from creamy ivory to rich tan. It also contains a sunscreen, say La Prairie. The perfecting primer (£22) gives a base for foundation while the foundation loose powder (£19.90) sets primer and foundation for a long-wearing finish, or can be worn alone over moisturiser.

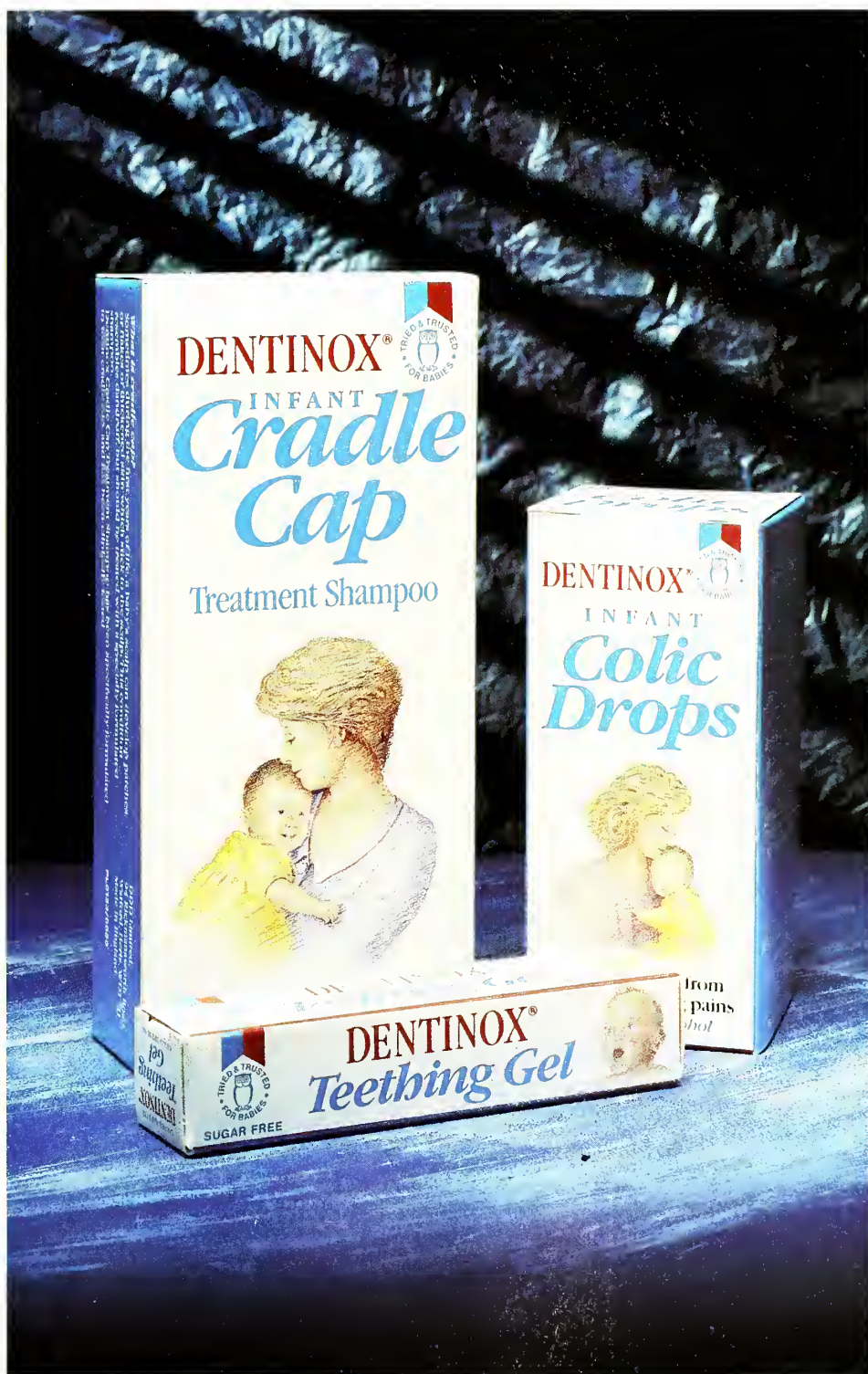
La Prairie is available to selected chemists, and department stores. *Distributors, Perma Jeune. Tel: 071-580 6900.*

Cupal have announced their pre-Winter season bonus plan including free entry into a holiday draw for larger Meltus orders.

The draw takes place at Chemex in September and carries first, second and third prizes of £600, £250 and £150 of Thomas Cook holiday bonds respectively.

Pre-season bonus deals are available on Bronalin, Flurex and Tyocane. *Cupal Ltd. Tel: 0254 580321.*

THEY'LL
BE
CRYING
OUT
FOR IT.



When a baby cries out in pain from teething, colic or wind, it can be very distressing for a concerned parent.

That's why we'll be spending over £100,000 in advertising and promotion to tell new mums how Dentinox can help.

So for crying out loud make sure you're well stocked with Dentinox. It would be a crying shame to miss out.

DENTINOX GEL

- ★ Can be used from birth
- ★ Safe local anaesthetic
- ★ Works in 20 seconds
- ★ Dosage can be repeated after 20 mins
- ★ Lasts for 2 hours
- ★ Sugar-free, ASPIRIN-FREE

DENTINOX COLIC DROPS

- ★ Relieves wind and griping pains
- ★ Contains no systemic drugs
- ★ Can be used from birth
- ★ Simple to use
- ★ Breaks down and gently releases ingested air
- ★ Contains no alcohol, so will not mask other symptoms

DENTINOX CRADLE CAP TREATMENT SHAMPOO

- ★ Gently releases the dry flakes of skin leaving the scalp clean and healthy
- ★ Can be used as a regular shampoo
- ★ No fuss, no complicated usage instructions

DENTINOX® TRIED & TRUSTED FOR BABIES

DDD Ltd., Watford WD1 7JJ

Fragrance market set to soar, say Mintel

The women's fragrance market is set to top £400m in 1990, says the latest report published by Mintel.

The report also reveals that women are buying more and better quality perfumes with mass market perfumes losing out following the introduction of body sprays and replica fragrances.

Eau de perfumes have seen the biggest growth because of a trend towards lighter fragrances. There has been a shift away from heavy oriental fragrances to lighter more floral ones.

The report reveals that a third of women use perfume all or nearly all the time and tend to stick to one or two favourites, and that perfume is most heavily used by women between 35 and 44 years.

According to Mintel, the best selling fragrances for 1989 were: Anais Anais; Opium; Poison; Youth Dew; No 5; Beautiful; White Linen; Obsession; Lou Lou and Paris.

The top five fragrance companies holding around 65 per cent of the market are: Estee Lauder; Yves Saint Laurent; L'Oreal; Chanel and Dior.

The report (£160) is available from *Mintel Publications, 18/19 Long Lane, London EC1A 9HE. Tel: 071-606 6000.*

Fathers Day push for Numark

Numark's June promotion takes Fathers Day as its theme and includes Brylcreem; Colgate dental cream and gum protection formula; Dixcel; Elastoplast; Gillette Blue II disposables and Sensor razor and cartridges; Imperial Leather soap, shower, foam bath and talc; Mum; Soft & Pure cotton wool and Robinson 100 per cent extra soft; Vaseline Intensive Care and Dermacare; Vidal Sassoon Wash & Go; Peaudouce; Milupa; Lil-lets; Libra Slim Pursepacks and panty liners; Dimension, and Aapri.

Extra fill lines include Brut; Gillette shave foam, gel and dry look hairspray for men and Imperial Leather deodorant. *Numark Management. Tel: 0985 215555.*



Mystery weekend from Crookes

Crookes have devised a competition for those stockists buying the 'If Looks Could Kill' display unit this Summer.

The competition is incorporated into the new counter display unit which carries the message for consumers 'Are Your Eyes Trying to Tell You Something?' and comes pre-packed with a full range of Optrex, Clearline and Eye Dew products.

The first part of the murder story comes with the display unit and includes a vital clue which when added to the second part of the mystery (which will be sent in

mid-July to those stockists with the unit still displayed) will be able to solve the murder.

There are ten first prizes of a luxury murder mystery weekend for two at selected Trust House Forte Hotels; 25 second prizes of centenary editions of hardback Agatha Christie novels and 50 handy Duracel pocket torches as third prizes.

Optrex is currently featured in a £2m television campaign. The first four commercials in the series are on air, with four more to be screened at a later date. *Crookes Healthcare Ltd. Tel: 0602 507431.*

Charwell give Aludrox a new-look pack

Aludrox packaging has been updated following its acquisition by Charwell Pharmaceuticals.

While the appearance remains the same, the packs incorporate the Charwell logo and the mixtures have the name Charwell on the tamper-proof seal. Aludrox tablets are now engraved with the

name 'Aludrox'.

A £250,000 advertising campaign will run for the rest of the year in the national Press, with a consumer advice leaflet on heartburn and indigestion also available, say *Charwell Pharmaceuticals Ltd. Tel: 0420 84801.*

Aqua Rapid for verrucae

FJH Ltd are offering Aqua Rapid guard socks, designed to prevent the spread of verrucae and other foot infections in swimming areas.

They are available to fit feet from children's size 9 to adult size 10, in five separate sizes (extra small £2.85, other four sizes £3.25). The socks are made from natural white latex with a contoured fit for foot comfort, say *FJH Ltd. Tel: 0304 242747.*

Vitamins at Unichem

Unichem have won exclusive rights to distribute the Nothing but Nature range of childrens vitamins to the independent pharmacy sector.

The vitamins come in bottles of 100 and are available in Ghostbusters lemon & lime, Garfield blackcurrant, and Paddington orange. The retail price is £2.49 per bottle. *Unichem. Tel: 081-391 2323.*

Fragrance price list

Knights Fragrances are offering pharmacists what is claimed to be an up-to-date price list of top selling agency fragrance lines.

Its layout is alphabetical and does not include cost prices. Only the top sellers in each range is included in the list. The list is useful for counter staff and can help prevent opening secure cabinets to determine prices, says the company.

Pharmacists can obtain a copy of the list by sending a large stamped addressed envelope to Knights Fragrance, 891 Bristol Road South, Northfield, Birmingham B31 2PA. Tel: 021-477 4646.

Gerard House herbals get licences

All 24 herbal remedies submitted by Gerard House under the Medicines Act licensing review procedure have been approved.

The remedies which now have full product licences are biophyllin tablets, lobelia, Blue Flag Root co tablets, Cranesbill tablets, echinacea tablets, Fenulin tablets, garlic tablets, Gerard 99 tablets, Gladlax tablets, motherwort co tablets, iceland moss co tablets, kelp tablets, buchu co tablets, ligvite tablets, helonias co tablets, herbal powder no 8, papaya plus tablets, pilewort co tablets, Priory cleansing herbs, slippery elm tablets, valerian co tablets, garlic perles, Waterlex Tablets and Golden Seal co tablets.

Also approved under the review is Dragon Balm — a rub for rheumatism and allied conditions.

Gerard House say they are now producing informative labels, consumer advertisements, point of sale material and a full retailer training programme on licensed medicines. *Gerard House Ltd. Tel: 0202 434116.*

Bristol Myers are supporting their Mr Muscle range of household cleaning products with a £1.5m national television advertising campaign, and various sales promotions during 1990. The television campaign features the relaunched concentrated window cleaner and concentrated kitchen cleaner, recently launched concentrated bathroom cleaner, will be supported by a major PR and advertising campaign; say *Bristol Myers Co Ltd. Tel: 081 570 1888.*

Chefaro put Endocil in a tube

Chefaro have put their Endocil eye cream in a 15g tube replacing the original 12g jar.

The tube represents an improvement in convenience, hygiene and economy, says the company, and also contains 25 per cent extra cream with no increase in price (£3.10). *Chefaro Proprietaries Ltd.* Tel: 0223 420956.



Trial size Sensodyne F

Stafford-Miller have launched a new trial size pack of Sensodyne F toothpaste (18.5ml £0.49).

Sensodyne Toothpaste is being supported by an advertising programme throughout the year, including television advertising throughout the Summer and Winter.

Other promotional activities include a PR campaign, a sampling programme and consumer education literature. In all, total support for Sensodyne toothpaste well exceeds £5m, say *Stafford-Miller Ltd.* Tel: 0707 331001.

No stopping Charwell

Stoppers, the anti-smoking aid, has been acquired by Charwell Pharmaceuticals. The company says it is committed to developing the brand and is planning a £200,000 promotional campaign. *Charwell Pharmaceuticals Ltd.* Tel: 0420 84801.

So sensitive

Wilkinson Sword's newest single blade disposable razor — Sensitive Retractor — is to be available nationally from July. At present it can only be obtained from cash and carry outlets.

The razor is designed to satisfy the estimated 40 per cent of single blade consumers with sensitive skin, say Wilkinson Sword. It is bright orange with a grey guard bar, and was developed to sell alongside the red Retractor razor.

Throughout July and August, the Sensitive Retractor will share its special introductory price of £0.35 for five, and £0.59 for ten with the standard Retractor (normal rrp £0.39 and £0.73). *Wilkinson Sword Ltd.* Tel: 0670 713421.

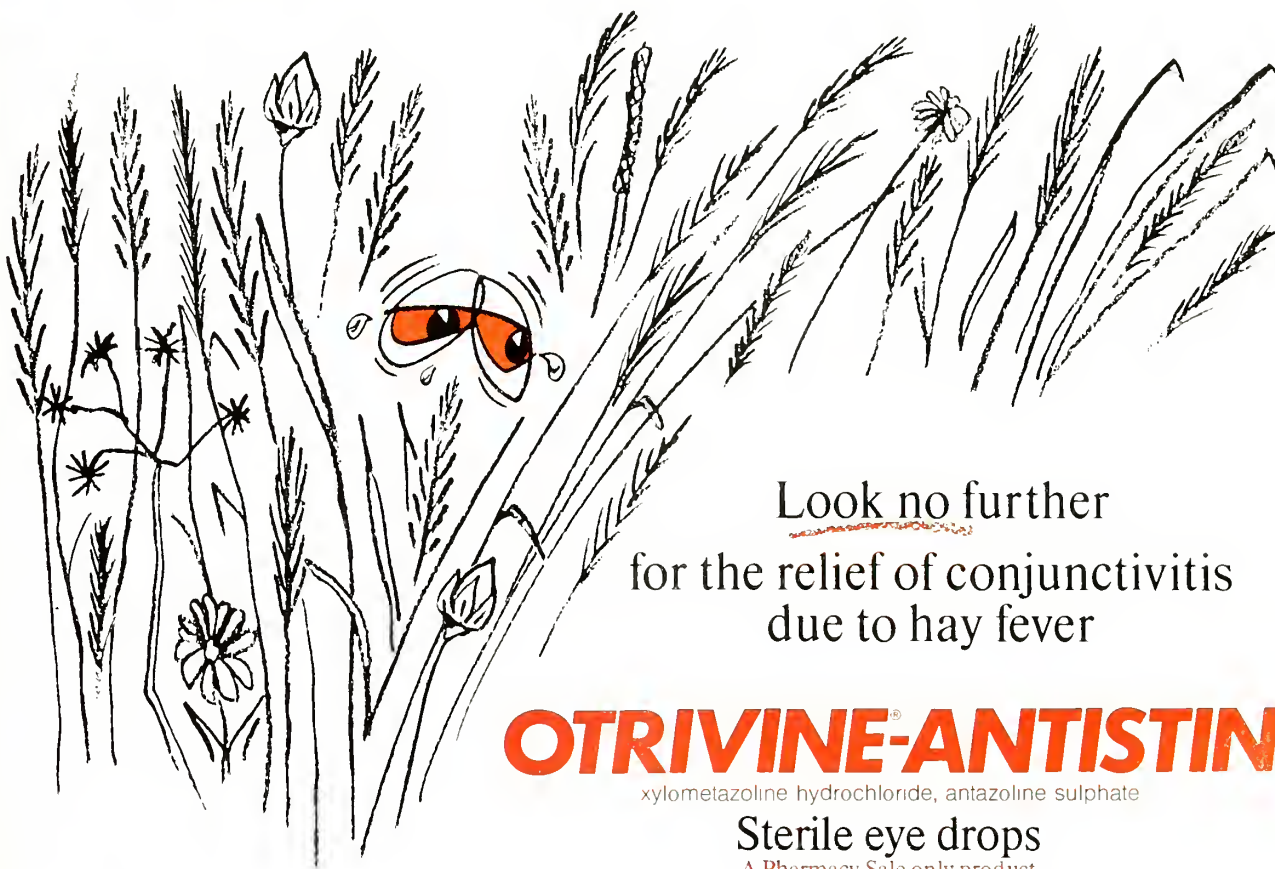
Tinaderm athlete's foot products from Schering-Plough are available now for a limited period with extra-fill in packs of cream and powder. While stocks last, special extra-fill packs of Tinaderm cream offer 25 per cent extra free. Extra-fill packs of Tinaderm powder offer 20 per cent extra free. These offers are being promoted with point of sale material. *Schering-Plough Ltd.* Tel: 0638 716321.

To Disneyland with Sangers?

Sanger's "Kodak Film Festival" promotion launched this month offers the chance to win family tickets to Disneyland.

The promotion will run in four stages: the first of these offers prizes linked to the number of rolls of mixed Kodak film ordered. Dealers ordering 60 rolls can choose between a video of the making of "Gone with the Wind" or a print of Greta Garbo; 120 rolls wins either a bottle of Jack Daniel's whiskey or a clapperboard clock, while 180 rolls wins either a bottle of Giorgio Beverly Hills eau de toilette or Lanson pink champagne.

Alternatively, dealers can collect points (one per roll) and save for larger prizes including a lead crystal decanter, television or video recorder. Stages two, three and four with different prizes will run throughout the year. At the end of each stage participating dealers will be entered into a draw for a family ticket to Disneyworld. *Sangers Ltd.* Tel: 021-523 4471.



Look no further
for the relief of conjunctivitis
due to hay fever

OTRIVINE-ANTISTIN®

xylometazoline hydrochloride, antazoline sulphate

Sterile eye drops

A Pharmacy Sale only product



Zyma

Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP Detailed information will be sent on request

OTC future uncertain, says Euromonitor report

Over the counter (OTC) medicines face an uncertain future, according to a report published by market analysts Euromonitor.

In 1989, sales rose by 12 per cent to £679m, but the results are marred by the high inflation rate and the fact that virtually all real growth occurred in one area — dietary supplements. According to Robert Senior, Euromonitor's research director, "Most sectors of the market are at best static," despite a boost from a trend towards self medication.

In 1989, principal OTC sectors were vitamins and dietary supplements (worth £165m), analgesics (£129m), cough and cold remedies (£118m), medicated skin care (£106m) and digestive remedies (£76m). In terms of growth, natural dietary supplements came out on top, followed by pregnancy/ovulation kits, eye care, lip care, pharyngeal preparations and decongestants.

A consumer survey included in the report shows that paracetamol is the most popular OTC category in the home (78 per cent) followed by adhesive plasters, antiseptics, aspirin and hot cold/flu remedies. Some 12 per cent of households now keep natural or homoeopathic remedies.

In retailing, Boots dominate the OTC sector, with a 30 per cent market share in 1989 — other pharmacies account for 42.2 per cent. However recent acquisitions by Kingfisher of three leading drug store chains, now all operating under the Superdrug name, may have created a significant

challenger in this area, says the report. Grocery outlets, particularly the food multiples, account for almost 20 per cent of OTC sales.

In the year to 1989, UK industry spent £67.8m on media advertising. This represents 10 per cent of sales but is a slight drop (2 per cent) on the 1987 high point. Twelve brands spent over £1m in 1989, the top three being Nurofen, Solpadeine and Mars medicated confectionary (Tunes and Locketts). Television accounted for 76 per cent of expenditure with Press advertising (23.5 per cent) and radio (less than 0.5 per cent) less popular.

The 1990 UK OTC market is forecast to be worth £758m rising to £1,060m by 1994. Virtually all growth is expected in two sectors — dietary supplements and cold remedies. Other likely growth areas will include anti-smoking preparations, anti-obesity products, diagnostics, health appliances and natural health drinks, according to the report.

The single European market in 1992 is highlighted as offering opportunities for UK OTC manufacturers, but there is a need for harmonisation of regulations. In particular, codeine is prescription only in Greece as is ibuprofen and oxymetazoline in France. In Italy, only packs containing six or less paracetamol are permitted for sale. *The UK Healthcare Report 1990 is available from Euromonitor, 87 Turnmill Street, London EC1, priced £450. Tel: 071-251 8024.*

Blistered

Nelsons the homoeopathic manufacturer, have put their Noctura insomnia remedy into blister packs. The company claims this is the first time that blister packing has been used for a homoeopathic remedy in Britain.

The blister packs come in a blue carton and retail at £2.69 for 72 tablets. An introductory price of £15.30 is available from, A. Nelson & Co Ltd. Tel: 081-946 8527.

Bonus face flannels

Schering-Plough are offering Summer bonuses of face flannels on purchases of Solarcaine, Lacto-Calamine and Puritabs either direct through representatives or by phoning the consumer health department. The flannels are available in pastel shades while stocks last. *Schering-Plough Ltd. Tel: 0638 716321.*

Germolene

Beecham Health Care are running a £500,000 Press campaign featuring Germolene antiseptic cream and ointment.

Beecham report record brand shares for both variants, which together hold 41.2 per cent of the £6.9m antiseptic creams market, they claim.

The consumer Press adverts will run in the *TV Times*, *Me*, *Essentials*, *Readers Digest*, *Parents* and the mother and baby Press. The advertisement has the theme "When it needs more than a kiss". *Beecham Healthcare. Tel: 081-560 5151.*

Natrapel

Arrowmed have introduced Natrapel, a natural insect repellent containing citronella and aloe vera.

The product is non-oily and non-toxic and it repels mosquitos, black flies, biting midges, gnats and fleas.

Natrapel is available in an ozone friendly pump spray or as a lotion for direct application onto the skin. Both are produced in 4oz sizes packed in outers of 12 (trade £22.60), retailing at £3.25 each. *Arrowmed Ltd. Tel: 0420 64300.*

Snap support

Kodak have announced a national photographic competition and are also acting as a Gold sponsor of the 1990 European Special Olympics Summer games.

The photographic competition, "A vision of the Trust," will be on the theme of the spirit of the landscape, coastline or architecture held in the care of the National Trust.

The competition is open to both amateur and professional photographers, and the first prize will be a two week holiday for two as a guest of the Barbados Board of Tourism and the Barbados National Trust.

At the Special Olympics (July 20 to 27) Kodak will provide support services, equipment and products for use during the games. The games will take place in the Strathclyde and Glasgow areas, and chairman and managing director of Kodak Ltd Erroll Yates says: "This gives us the opportunity to develop further the company's community investment programme in Scotland and to continue the Eastman Kodak company's 17 year tradition of supporting Special Olympics throughout the world." *Kodak Ltd. Tel: 0442 61122.*

ON TV NEXT WEEK

GTV Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	TV-am Breakfast Television	TT Tyne Tees
<hr/>		
Anadin Extra:	All areas except TSW and LWT	
Aller-eze:	TT, ITV, C4, TV-am and Sky	
Bisodol Regular:	GTV, U, G, HTV, TVS, TTV, C4 and Sky	
Bodyplan:	All areas except GTV, Y, HTV, CTV, LWT, C4, TV-am and Sky	
Contac 400	TV-am	
Dimension:	All areas except TV-am	
Efamol evening primrose oil:	TVS	
Gillette Sensor:	All areas	
Libra Bodyform:	TV-am	
Listerine:	GTV, BTV, TT	
Mum deodorant:	All areas	
Recital:	STV, C, A, HTV, TSW	

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This summer, whether at home or abroad, people are going to be keener than ever on the Hawaiian Tropic range.

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place your order in person. Just call the Healthcare Hotline for the most generous discounts and we will deliver within twenty four hours. With Hawaiian Tropic it pays to stay in stock.

**JUST DIAL 100 AND ASK FOR FREEFONE
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Distribution update

New distribution arrangements have been introduced for the following Hills Balsam products; 100ml and 200ml adults Balsam, 100ml junior Balsam and 45g pastilles.

AAH customers can order the Hills Balsam lines from their usual AAH Pharmaceuticals wholesaler. Customers who do not have an account with AAH can order the products either direct from Ernest Jackson & Co of Crediton or from their normal wholesaler. *Ernest Jackson & Co Ltd. Tel: 03632 2251.*

AAH offers

Thirteen leading OTC brands will be featured in the AAH Pharmaceuticals June Top Offers promotion.

Throughout June, Vaseline petroleum Jelly, Soft and Pure cotton wool pleats and Durex condoms will be on promotion. The haircare products on promotion are Henara shampoo and Poly Foam perms; dental care lines are Colgate dental cream and

Macleans Mouthguard.

Other brands on offer are Kleenex For Men, Scholl foot powder, Sweetex, Oil of Ulay, Johnsons baby lotion and Bodyform (regular) sanitary towels. *AAH Pharmaceuticals. Tel: 0928 717070.*

Promotions

The following Numark own brands will be on promotion during June: the baby feeder plus a free nursery trainer, sterilising tablets, baby lotion, oil, shampoo and bath, latex and silicone teats plus Numark and NPA bags.

The following Nucross packed goods will also be on promotion: calamine lotion, coconut oil, citric acid, hydrogen peroxide, epsom salts, surgical spirit plus the following Nucross surgical dressings — crepe bandage, boric lint, absorbent cotton, absorbent gauze sterile and absorbent cotton hospital quality. *Numark Management Ltd. Tel: 0985 215555.*

Vitalograph have redesigned their peak flow monitor making it easier to use with more accurate readings. The unit now comes with a protective pouch and record chart. *Vitalograph Ltd. Tel: 0280 822811.*

Phenytoin licence expires

CP Pharmaceuticals say that licence number 0549/5091 for phenytoin 50mg tablets (CP and Unichem labels), was discontinued in the UK last June. Any remaining stocks should be returned to wholesalers for replacement or credit. Only batch numbers with 88 or 87 prefixes are affected.

The current CP phenytoin licence number is 0289/5235. Batch numbers for the new licence begin with 89. *CP Pharmaceuticals 0978 661261.*

Endorsing cholera vaccine

Pharmacists will be aware that the Wellcome Foundation are replacing 1.5ml and 10ml vials of cholera vaccine with 0.5ml vials manufactured by Institut Merieux, France.

Since there is a revised dosage pharmacists are advised to dispense the number of vials ordered rather than the total volume. The Prescription Pricing Authority will return any prescriptions interpreted on a volume basis for confirmation by the prescriber, advise PSNC.

BRIEFS

Squibb say that the 20-pack of Fungilin lozenges is being replaced by a pack of 60 (£3.95 trade). It is envisaged that stocks of the 20-pack will last until mid-June. *E.R. Squibb & Sons Ltd. Tel: 051-677 2201.*

Bristol-Myers have introduced a new strength of Buspar tablets containing buspirone hydrochloride 10mg (100 £48 trade). *Bristol-Myers Pharma-*

ceuticals. Tel: 0895 639911.

Norton have added sugar free ampicillin suspensions to their range in the following strengths 125mg in 5ml (£0.76) and 250mg in 5ml (£1.23, both prices trade). *H.N. Norton & Co Ltd. Tel: 081-670 4433.*

Diarphen tablets (Script specials last week, p918) are distributed by *Sigma Pharmaceuticals. Tel: 0923 50201.*

RELIEF IN SECONDS

When your customers ask you for something for a mouth ulcer, tell them about Medijel.

Medijel contains lignocaine — a fast acting local anaesthetic which will give relief in seconds for pain

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DRAPOLENE IS A TRADE MARK.

Give a baby something comfortable to sit on.



When a mum asks for a nappy rash cream recommend a professional choice, Drapolene.

Widely used in hospitals and throughout the health profession Drapolene is also heavily supported in pharmacy.

It doesn't block the action of disposable nappies and comes in an easy to use tub.

For effective prevention and treatment of nappy rash recommend Drapolene.

WELLCOME RELIEF FROM NAPPY RASH.



Homes: make opinions known

This week I have been privileged to address two meetings of pharmacists, one in Liverpool, and one in the Wirral. The subject: Boots and their action in promoting their services to residential and nursing homes. Pharmacists at both meetings gave their colleagues the benefit of their experiences, and a plan of action was agreed upon which we would commend to our colleagues throughout the country.

Opinion at both meetings was unanimous; it was alleged that Boots are acting in an unethical manner which is unacceptable to the vast majority of pharmacists. Concern was expressed that the Council of the Royal Pharmaceutical Society had done nothing to prevent Boots' activities, that the opinions of pharmacists would be ignored, and that Boots would continue in the same way, irrespective of the opinion of the rest of the profession. At the end of the meeting, after much consideration, the following approach was advocated;

a. Use this activity of Boots as an opportunity for PR work of your own. Don't hope that Boots will ignore your homes. Get in first. Point out the excellent service which you provide, discuss the pros and cons of monitored dose systems, make sure they appreciate the advantages of a local, immediate service.

b. If you come across any evidence that an approach made to the officer in charge of a home has been less than scrupulously ethical, put a complaint *in writing* to the secretary of your local pharmaceutical committee, the National Pharmaceutical Association, and to the chairman of the ethics committee at the Royal Pharmaceutical Society. This is the only way to get any action.

c. If you feel that Boots are operating in a manner which is unethical, *say so!* Write to the secretary of the Royal Pharmaceutical Society, the Editors of the pharmaceutical Press, the NPA, and the

secretary of your local pharmaceutical committee.

d. If you do lose a home to Boots, don't lose contact. Let the officer in charge know that you are still available to provide a service should the arrangement with Boots not be quite so advantageous as had been hoped.

It was pointed out that ultimately, the ethics of a profession are decided by its members. If you feel that Boots' actions are incompatible with membership of an honourable profession, then it is up to you to force Boots to change their policy. Weight of opinion is the only way to do this. If only every independent community pharmacist were to write one letter expressing concern at the ethical impact of Boots' actions on the profession as a whole, the result would be decisive. Council would be forced to act. If Council failed to respond to such a weight of opinion, there would remain the option of a special general meeting.

John Donoghue
Liverpool

Meanwhile, for more than fifty years, the General Council and Register of Osteopaths, set up in 1936 on the advice of the Minister of Health, has been carrying out the role of protecting the public, in the absence of a statutory authority, by insisting for its membership on a level of excellence in osteopathic training, practice and behaviour. It accredits four-year, full-time, courses at schools which reach the standard required by its Council and only graduates of those courses are entitled to membership of the GCRO and to the legally protected title "Registered Osteopath". Members are controlled by a strict code of discipline.

Pharmacists who wish to advise their customers or patients therefore on the selection of an osteopath can do no better than to point them to one who bears the letters "MRO" after his or her name. The patient can then be sure, at the very least, of being in thoroughly safe and well trained hands. Inquirers seeking their nearest Registered Osteopaths should ring the GCRO in Reading on 0734 576585.

Peter Blaker
Secretary, GCRO

Osteopathy — making no bones of it

An article in **Topical Reflections** in March has recently been brought to my attention. In it Xrayser sets out his view that the pharmacist is frequently no better able to identify the "properly" qualified osteopath than is the patient who has sought his advice, and he looks forward to a state registration system which would afford the public proper protection.

Your readers will be glad to learn that the political initiative for which he calls is well under way. A joint working group has been established by the King's Fund to examine the mechanics of the statutory regulation of osteopaths. Ministers have made it clear that osteopaths have shown the way forward and that it is for other groups within complementary medicine to follow.

Check your licences!

In view of the concerns expressed to me by a number of pharmacists, I wish to state that the Arche Computers, supplied as part of the Chemtec Pharmacy Labelling and PMR system, come complete with a fully licensed copy of Arche MS-DOS which is duly provided by Arche Technology as an officially approved and licensed Microsoft supplier.

I would urge any users of IBM compatible labelling systems to ensure that their suppliers have provided a legitimate and duly licensed version of the MS-DOS operating system, as I understand that the use of an unlicensed copy of the software could, if detected, carry severe penalties, both for the supplier and the user.

Dale Arm-Riding
Sales & marketing manager,
Chemtec Systems

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L Labels
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S Stock Controls



What happens when you take the PILLS?

As the ultimate in pharmacy computer systems, **PILLS** can certainly make life easier for the hard-pressed professional. From **Community Pharmacy** comes this unsolicited testimony: "It helps us do everything bar make the morning coffee!" More specifically it provides you with Patient Records, Interactions Alert, Labels, Leaflets, Stock Controls. It can bring you in new customers "We find people are coming from much further afield!" **Gerrard Ogle MRPharms** "So far it seems a great success with the public!" **Which? Way to Health**. As **Womans Realm** said "It's such a good idea we hope it will spread!" Sorry about the coffee!

Complies with RPSGB requirements. For further information contact
Mike Hadley MRPharms or Robert Butt MRPharms, 68 Load Street, Bewdley, Wores. DY12 2AW
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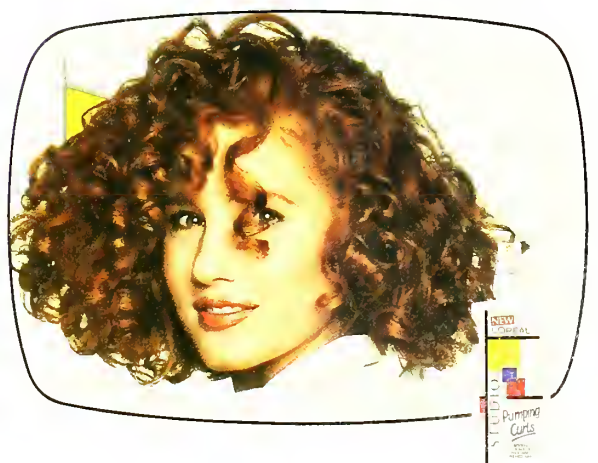
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PHARMACY update

Keeping sneezes at bay

Hay fever will affect one in ten of the population right up until September. Virginia Watson, MRPharmS, looks at the causes and treatments of this irritating condition

Charles Blackley (1870) was the first to demonstrate scientifically that pollen grains cause hay fever and could travel long distances at high altitude leading to sensitisation of inhabitants of urban areas.

Approximately 10 per cent of the population is believed to suffer from hay fever (or seasonal allergic rhinitis) although as many as 20 per cent may have suffered last Summer. It is one of the most common conditions seen by GPs yet less than half visit their doctor; most seek self-medication.

Hay fever is rare under the age of five; the highest incidence is in the 15-25 year age group and the severity of symptoms declines in later life. The incidence of hay fever has increased steadily during the last thirty years and doubled in the last ten. Conversely the amount of pollen in the air has been decreasing due to changes in farming with grass now cut earlier, before pollination, for silage, and the cultivation of grass species which are poor pollen producers.

However, the increase in chemical air pollutants which may damage respiratory tract epithelium making it more susceptible to allergens, diet and a "weaker" immune system due to fewer infections in early childhood, have been suggested as contributory factors to the increased incidence.

Tree pollens contribute to most hay fever occurring in the Spring, grass pollens in the Summer and fungal spores in the Autumn. Hazel pollen may be encountered as early as February. Lawn mowing often causes distress and may be due to the dispersal of tree pollen shed earlier. Fungal spores are very tiny compared to pollen grains but can be present in very high concentrations; they are less likely to provoke allergic conjunctivitis.

Hay fever symptoms become apparent when the pollen



concentration reaches 50 grains/m³. Pollen counts are issued daily to the national Press during the peak period by the National Pollen and Hay Fever Bureau which co-ordinates the daily readings obtained by 16 centres throughout the UK. Counts are reduced by rain and high wind speeds and are usually lower in mountain areas.

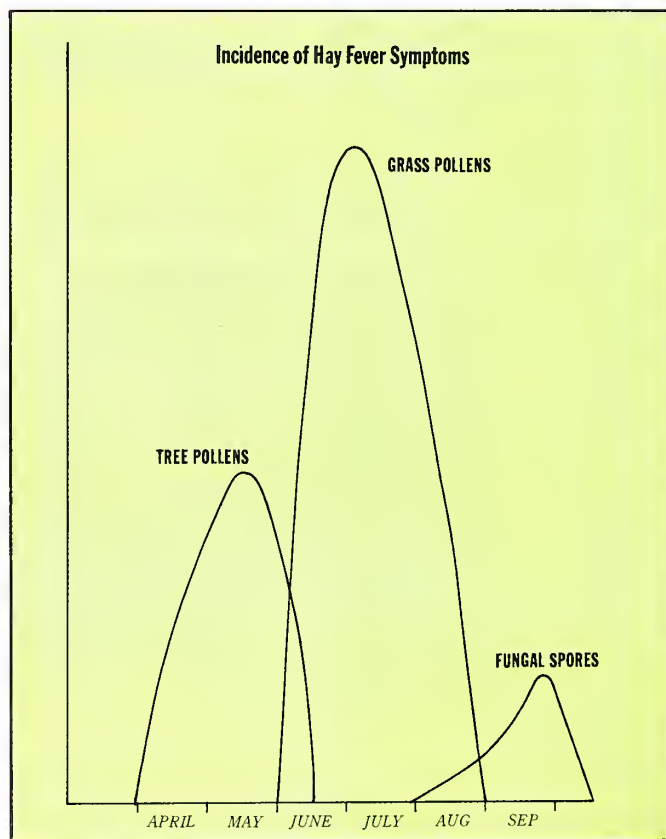
Symptoms

Hay fever or seasonal allergic rhinitis is characterised by itching of the nose, mouth, pharynx and eyes, sneezing, watery rhinorrhoea, swollen nasal mucous membranes, and red swollen watering eyes. Headache may occur, cough and asthmatic wheeze may develop. Hay fever can be differentiated from other types of rhinitis because of the seasonal nature and day to day fluctuation of the symptoms.

Perennial rhinitis tends to persist throughout the year. Conjunctivitis is less common, nasal blockage more prominent and there may be earache or deafness. Acute rhinitis is associated with a thicker yellow, green nasal discharge and a

shorter time course. Children with hay fever show signs of nasal itch by nose wrinkling and twitching and many have a horizontal crease just below the bridge of their nose due to constantly rubbing the nose with their hand.

In a sensitised individual the interaction between pollen and sensitised cells in the nasal mucosa triggers off a series of reactions resulting in the release and synthesis of several chemical mediators including histamine. Mast cells and eosinophils are thought to have a major role but neutrophils and basophils may also be involved. The allergic response is believed to occur in two phases — an early reaction occurring within 20 minutes and a late



reaction producing symptoms several hours later. The immediate itching, sneezing, rhinorrhoea and transient nasal blockage are due to the action of histamine but the late response is thought to involve other mediators and to be responsible for nasal congestion.

Treatment

Antihistamines or more correctly H_1 -receptor antagonists, are well established in hay fever therapy. They act by competing with histamine at receptor sites; they do not inactivate histamine nor do they prevent its release. They are more effective if taken before histamine is released.

The main disadvantages of oral antihistamines are the side effects and contra-indications which are a result of the structural similarity with local anaesthetic, cardiodepressant, tranquilliser, adrenergic and ganglion blocker drugs.

Sedation causes the most inconvenience to patients and can affect both mental and physical response. The newer more specific H_1 -antagonists do not readily cross the blood-brain barrier and are described as "non-sedating" but sedation and potentiation with alcohol may still occur and patients should be warned of this.

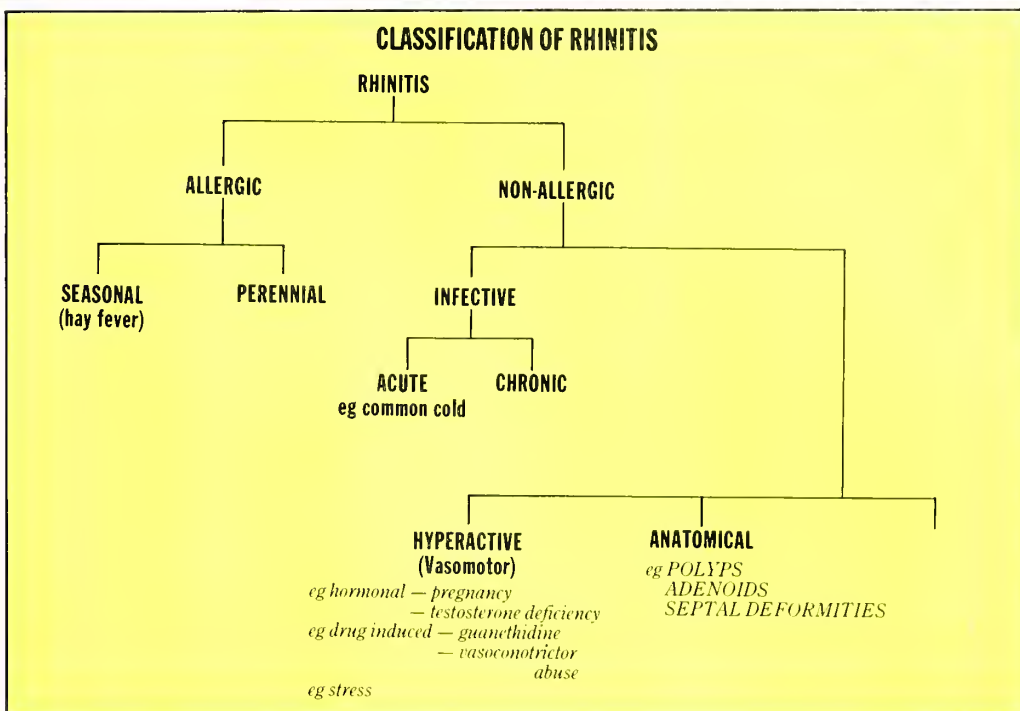
The earlier antihistamines have been used during pregnancy but caution is now advised. All those introduced recently should be avoided although there is little evidence of teratogenicity in animals. Contraception should be continued for several weeks after cessation of astemizole to allow for complete elimination. Since many are known to pass into breast milk, antihistamines should be avoided during breast feeding.

Antihistamines are effective in alleviating all symptoms except for nasal congestion where only partial relief is achieved. They are, therefore, sometimes combined with sympathomimetic vasoconstrictor decongestants.

Efficacy

There have been a number of comparative studies but there is probably very little difference between the individual antihistamines regarding clinical effectiveness. Mequitazine may have a more prolonged effect than clemastine, but like astemizole may take two or three days to become fully effective. Ketotifen has a proven prophylactic effect against bronchospasm and cetirizine may also offer some protection. Some are claimed to be better at reducing nasal congestion.

Decongestants alone may bring relief when nasal blockage and



headache are the major symptoms.

Nasal treatments

Nasal preparations are available as drops, plastic spray bottles, pressurised aerosols and pump-action sprays. They are only effective if an adequate volume is widely distributed to the nasal mucosa.

Pressurised aerosols and metered-pump sprays give a fairly even distribution especially if the two puffs are given at slightly differing angles. Plastic spray bottles depend on the pressure applied and the dose received can vary; men usually receive more than women and strong pressure can result in too much being given to children.

The narrow irregular shape of the nasal cavity does not make the delivery of topical medication easy. It has been recommended that the best patient position for administration, especially for drops, is kneeling on the floor.

Sympathomimetics

Sympathomimetic decongestants, antihistamines, corticosteroids and sodium cromoglycate may be applied topically to the nasal passages.

Sympathomimetic agents rapidly produce vasoconstriction and relief of nasal congestion. Long term use leads to rebound congestion (rhinitis medicamentosa) and such medication should not be used for more than 2-3 weeks and is usually limited to five days. Nasal formulations of vasoconstrictor combined with an antihistamine have declined in availability.

Topical corticosteroids have an

Antihistamine side effects

SIDE EFFECTS	CONTRA-INDICATIONS	DRUG INTERACTIONS
sedation inability to concentrate dizziness confusion headache muscular weakness		potentiation of sedatives tranquillisers hypnotics alcohol narcotic analgesics
stimulation of CNS esp. children to cause convulsions hyperpyrexia	epilepsy	
nausea and vomiting diarrhoea constipation anorexia increased appetite and weight gain epigastric pain		
blurred vision dry mouth dysuria difficulty in micturition	narrow angle glaucoma urinary retention prostate hypertrophy	additive effect with atropine tricyclic antidepressants benzhexol
	hepatic disease	
		betahistine

established place in the treatment of hay fever. Beclomethasone, flunisolide and budesonide are very effective against all nasal symptoms. They are thought to stop prostaglandin and leukotriene production.

Ideally therapy should be started several days before onset of symptoms. Maximum effect is obtained after about two weeks with beclomethasone and one week for flunisolide and

budesonide; after this time the dose should be reduced. Side effects are minor — slight epistaxis and initial sneezing. A proportion of patients have experienced nasal burning and stinging with flunisolide (Syntaris) due to the high propylene glycol content but a new formulation introduced at the beginning of April should meet with better

Continued on p974

Continued from p973.

patient acceptability. Any pre-existing nasal infection should be treated with appropriate antibiotics but the use of intranasal steroids does not lead to increased fungal or bacterial colonisation of the nasal passages.

Cromoglycate

Sodium cromoglycate has no systemic action and reduces the nasal symptoms associated with hay fever. There is no evidence of rebound congestion; it is extremely safe and suitable for use in children. The duration of action is short, and frequent applications are necessary which may lead to problems of patient compliance.

There is some controversy as to its exact mode of action but it is believed to stabilise mast cells and is effective in the prevention of both early and late phase reactions. It should be used just before and throughout the hay fever season.

Ophthalmic symptoms

Eye symptoms are relieved quite effectively by oral antihistamine therapy but topical nasal preparations have little or no effect.

Sodium cromoglycate eye drops may be used prophylactically and are suitable for all age groups. Otherwise the antihistamine antazoline combined with a sympathomimetic decongestant is usually used. In severe cases of inflammation steroid eye drops may be required.

OTC eye drops containing a low concentration of decongestant may bring symptomatic relief in

mild cases. Eye drops containing benzalkonium chloride cannot be used with soft contact lenses.

Inhalations

Essential oils such as menthol and eucalyptus have been used for many years as inhalations. They have no direct action on nasal blood vessels and it is thought that they may stimulate sensory nerve endings and increase the sensation of nasal outflow. Sucking lozenges or pastilles containing essential oils may bring rapid relief of nasal and throat symptoms.

Alternative treatments

Hay fever can be treated homoeopathically either by combination products or individual remedies. Nelsons recommend the use of their hay fever tablets in preference to their classical range

Action of hay fever drugs

Antihistamines

competitive antagonist of histamine at H_1 receptor sites

Sodium cromoglycate * Nedocromil

blocks mast cell degranulation
blocks mast cell degranulation and some reduction of eosinophil and neutrophil activation

Corticosteroids

inhibit cleavage of arachidonic acid
inhibit accumulation and activation of eosinophils
inhibits seasonal migration of mast cells to nasal mucosa following long term use of nasal sprays

* only available for asthma at present

Severe symptoms

A few patients suffer symptoms which are very severe and are not controlled by conventional therapy. Oral steroids or the administration of depot methylprednisolone may be necessary. Some patients may require desensitising vaccination during which the patient's sensitisation to a specific or general pollen is reduced by subcutaneous administration of slowly increasing doses of allergen during the weeks preceding the hay fever season. Although infrequently used because of reported severe and fatal reactions, administered correctly and with full resuscitation facilities available, they can be beneficial.

Most asthmatics are sensitive to pollen. Pollen is more likely to trigger rhinitis first because the nose is especially effective at filtering large particles such as pollen grains. However, when the antigen load is high or nasal breathing impaired by congestion, bronchospasm may develop. Good control of hay fever symptoms should limit asthmatic attacks; there is evidence that intranasal steroids can reduce episodes of bronchospasm. Ketotifen is licensed as a prophylactic for asthma and may be the most suitable antihistamine for asthmatic hay fever sufferers.

Intranasal steroids can be used concomitantly with bronchodilator or steroid inhalers but it is advisable to keep steroid doses to a minimum especially in children.

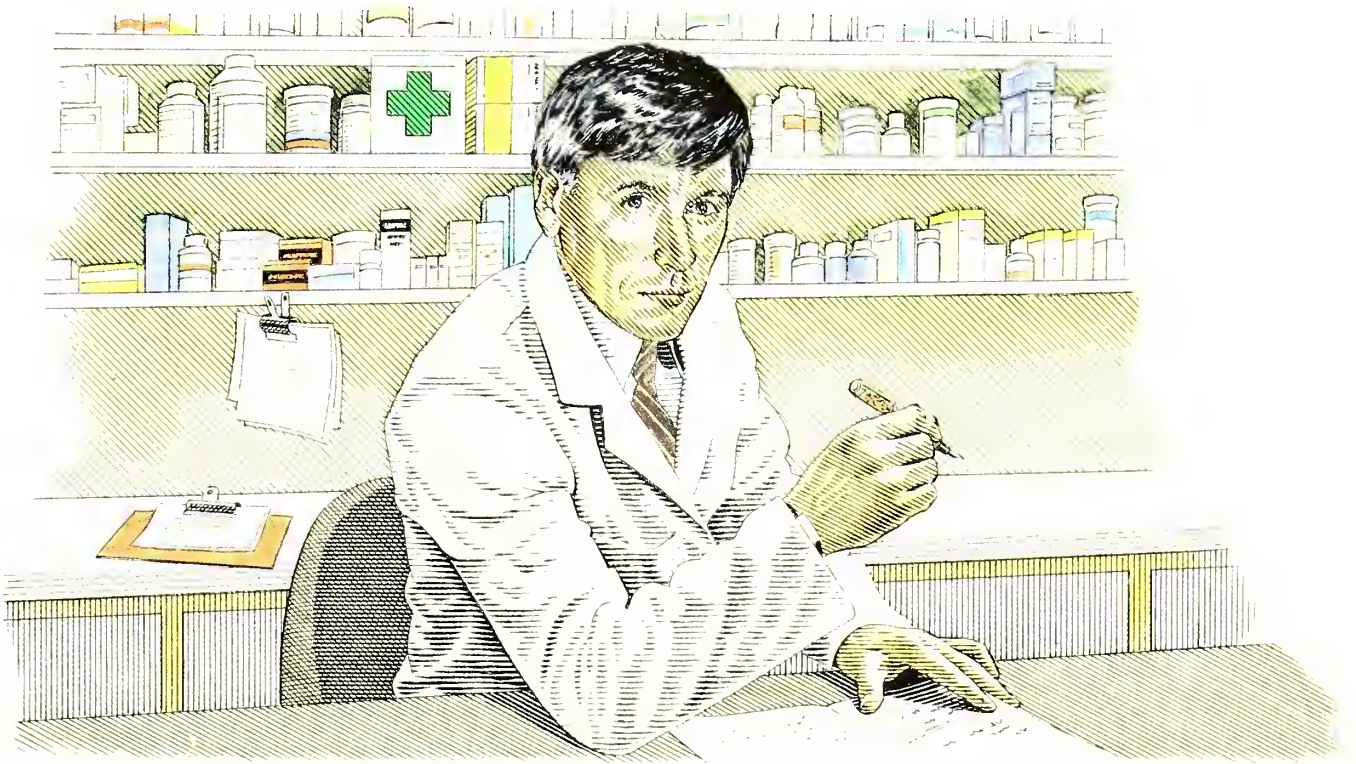
Conclusion

None of the preparations available control all symptoms in all patients. Increasing knowledge of the cellular mechanisms involved in hay fever will lead to the development of more specific and effective drugs for this common distressing condition.

Possible additional actions of some antihistamines

Astemizole	forms very stable complex with peripheral H_1 -receptors
Cetirizine	reduces migration of inflammatory cells inhibits eosinophil activity reduces release of late phase mediators
Ketotifen	inhibits eosinophil accumulation inhibits PAF activity which is implicated in bronchospasm
Loratadine	inhibits release of leukotrienes
Mequitazine	some inhibition of mast cell degranulation
Oxatamide	inhibits mast cell degranulation
Terfenadine	calcium blocking activity. high doses form more stable complex with H_1 -receptors

Professionally recommended for the fast relief of hay fever



- The majority of patients obtain relief within an hour
- Avoids drowsiness and effects on performance
- Patients can choose between twice-daily Triludan or the one-a-day dosage of Triludan Forte

TRILUDAN[®]
terfenadine



ONE-A-DAY

TRILUDAN[®]
F O R T E
terfenadine 120mg

The market-leading pharmacy antihistamine offers efficacy, speed of action and a good safety record.

TRILUDAN/TRILUDAN FORTE ABRIDGED PRESCRIBING INFORMATION

Presentations: Triludan Tablets. White, round, flat faced, bevel edged tablets with 'M' in 2 concentric circles on one side and a scored bisect line and '084' on the other. Each tablet contains 60mg terfenadine. Triludan Forte Tablets. White, convex, capsule-shaped tablets with 'T' on one side. Each tablet contains 120mg terfenadine. **Uses:** Terfenadine is an antihistamine indicated for the symptomatic relief of hay fever, allergic rhinitis and allergic skin conditions. **Dosage and Administration:** Adults and Children over 12 years: 60mg twice daily or 120mg once daily in the morning. Children 6-12 years: 30mg twice daily. **Contra-indications, warnings etc.:** **Contra-indications:** Known hypersensitivity to the drug. **Precautions:** Consider risk/benefit ratio in pregnancy and lactation. **Side-effects:** Headache, dizziness, abdominal pain and gastro-

intestinal upset and skin rashes have been reported. Reports of drowsiness are rare. This means that allergy sufferers usually may drive or perform tasks requiring concentration. However, in order to identify sensitive people who have unusual reaction to drugs, it is advisable to check the individual response before driving or performing complicated tasks. **Overdosage:** Several cases have been reported and generally signs and symptoms were absent or mild. However a severe ventricular arrhythmia has been reported and therefore cardiac monitoring for at least 24 hours is recommended with standard measures to remove any unabsorbed drug. **Pharmaceutical Precautions:** None. **Legal Category:** P. **Package Quantities:** Triludan Tablets. Packs of 10 tablets. Triludan Forte Tablets. Packs of 7 tablets. **Further Information:** In actual driving tests, terfenadine does not impair performance, nor is there a change in mood. **Product**

Licence Numbers: Triludan Tablets: 4425/0024, Triludan Forte Tablets: 4425/0091. **Retail Price:** Triludan Tablets: pack of 10 £2.39, Triludan Forte Tablets: pack of 7 £3.29. **Date of last review:** January 1990. Further information including full Product Data Sheet is available from: Medical Information Department, Merrell Dow Pharmaceuticals Ltd., Lakeside House, Stockley Park, Uxbridge, Middlesex UB11 1BE. Trademarks: Triludan, Merrell, Dow.

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Computerised labelling machines

In the second of our series on computers in community pharmacy Dr Barry Strickland-Hodge looks at labelling machines

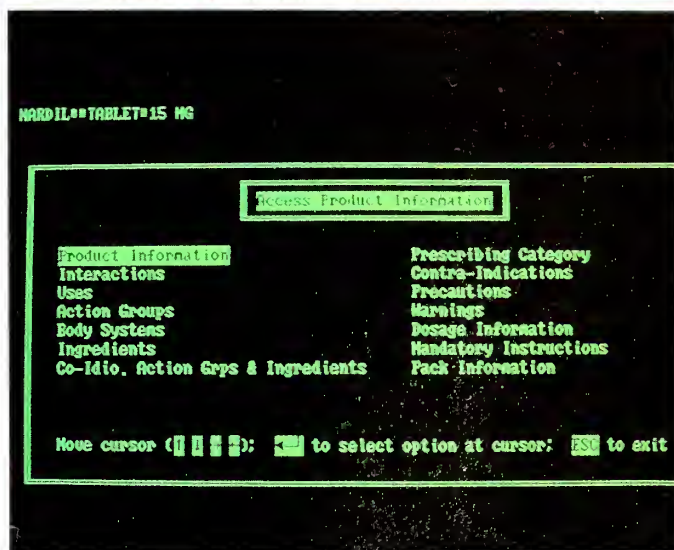
The Council of the Royal Pharmaceutical Society is often criticised for leading from behind. With computers, the guidelines were circulated to members in March 1989 by which time the majority of pharmacists had already bought labellers and a large percentage had patient medication record (PMR) systems.

However, when it comes to decisions that have far reaching effects, the Council can be proud of its record. I wonder if they could have anticipated the effect of their decision about labelling of medicinal products? At its meeting in November 1982, the Council recommended that all labels should be printed. The date for implementation was to be January 1984. This decision was confirmed at the Society's Council in April 1983 and the recommendation came into force on January 1 1984.

The Council had recommended an action and it must have been gratifying to note that probably all pharmacists accepted this without major questioning. There are still some 3-5 per cent of pharmacists who use typewriters rather than computer labellers but this number is falling each year. It is still possible to buy a labeller rather than the full PMR system but it is becoming more difficult and sales of labellers alone are falling. There are a handful of companies who now provide only PMRs although they accept that these systems could be used as labellers.

State of the art labellers

In a recent survey of suppliers carried out by Rebecca Boakes at Aston University, 14 out of the 19 companies said they provided programs for labelling using a floppy disk for speed and storage capacity. The original systems which are still being used to great effect in the community, used a cassette to store the program, the drug file, the British National Formulary (BNF) cautions and the abbreviated labelling instructions. It is very unlikely that these have been updated by suppliers whereas today most will provide updates of the program when they



consider it necessary.

Cautions and advice

The cautionary and advisory labels, as shown in appendix 4 of the BNF, are automatically added to each label as appropriate. This is an area for concern with some systems. It is easy to forget to read these warnings when checking a label prior to dispensing. It is the responsibility of the pharmacist to ensure that the warnings are as clear as the rest of the label and amendments made where necessary. I have noticed a number of incorrect

cautions and this has reminded me of the limitations of computerised systems generally. Alert the suppliers of any problems. They are there to help and they can only do this with our help.

Print size

Printing of labels was introduced mainly to help the patient read and understand the instructions, yet there are times when the print size of labels can make them difficult to read. Some suppliers have made it possible for the print size to be varied according to need. If necessary ask for this

facility. It may be that even if print size is not variable, it is already large and problems may not have been noticed by patients.

What to look for

What should you look for when buying a labeller? First you should look at the Society's recommendations on pp106-108 of the April 1990 edition of *Medicines, Ethics and Practice* — a guide for pharmacists. In our survey, the companies who produce labelling machines generally attempted to keep to the Society's recommendations including those on drug interaction monitoring. However, few gave a unique number to each prescription as suggested, as these really refer more to patient records.

The idea of standardised abbreviations to assist locum pharmacists is an excellent one but as a locum myself, I have yet to find two companies who have exactly the same abbreviations for dosage labelling or for screen layout. Although standardisation tends to be the most important theoretical consideration in computerisation, it tends to have a low priority among suppliers.

There are still many systems in the community which are a boon to the busy pharmacist and locum alike. Check that you are getting exactly what you want and if you are about to buy a new one, think carefully about your requirements. If you have definitely decided that a PMR is not for you because of cost or necessity, look at the companies who still produce "stand alone labellers".

A good drug file is a necessity. It should contain the majority of products and you should be able to use just the first three or four letters of the name for speed. Dosage should be accessible through simple abbreviations. For example "1" representing "one to be taken" or "one to be taken daily"; "3" could be "one to be taken three times a day" or "three to be taken" etc.

Some labellers allow you one code then you type the remainder. For example "1" brings up "one to be taken daily" but you have to

Continued on p980

type in "after food and when necessary". Other systems allow a number of codes to be displayed using a separate line for each, an attractive proposition.

There should also be a "caution/warning look up" facility so that the recommended warnings are automatically appended to the label. You must have confidence in the warnings but do ensure that amendments can be made if necessary. There will be times when a cautionary label does not meet your personal requirements and you should be able to change it. Hopefully, this will not often be necessary. If variable print size and the use of upper and lower case is important to you or your customers, ask about it.

Cost

The prices of labelling machines are very variable. It is sometimes possible to buy the software only but even here the prices vary greatly.

Software will cost between £100 and £250 while complete labelling systems can range from £1000 to as much as £1750. At this level there are two considerations. If you are already using a floppy disk based labelling machine, there may be software that is more appropriate for you. If not, the PMR systems available cost little more for the additional facilities at about £2000 to £3000, so they are worth considering.

Conclusion

Computerised labellers, now available in over 65 per cent of pharmacies with an additional 30 per cent using PMR's, are one of the major advances in community pharmacy. They have saved us time and frustration and have helped patients better understand their medication. Drug interaction facilities on labellers, are extremely useful but remember it can only cover that specific prescription. PMR systems not only check the present prescription but also check over the patient's stored record. If you have made the switch from cassette based labellers to floppy disc with drug interactions, you will be aware that there are many times that an interaction is flagged that you were unaware of. Although some of these can be discounted, it is very important that we are made aware so that we can make the dispensing decision.

Dr Barry Strickland-Hodge, MRPharmS, ACPP, MInfSc, MIPharmM, is a honorary visiting fellow at Aston University, honorary visiting senior research fellow at Bradford University and regular locum community pharmacist.

Pharmacy computer suppliers

ADDRESS

AAH Link,
Vestric Ltd.,
Computer Centre,
Shaw Road, Liverpool L24 9NF

S. Calvert Computer Services (NPA),
83 Pontefract Lane,
Leeds LS9 9HS

Channel Business Systems Ltd,
Datapro House,
North Heath Lane,
Horsham, W Sussex RH12 4UZ

Chemtec Systems,
1st Floor Offices,
113 Towngate,
Leyland, Preston PR5 1LQ

Fairscan Ltd,
14A High Street,
Lyndhurst, Hampshire SO43 7BD

Hadley Hutt Computing Ltd,
68 Load Street,
Bewdley, Worcs DY12 2AW

(Shortly moving to Nunn's Corner, Sandy Lane, Stourport on Severn, Worcestershire, DY13 9QB)

IDC Computer Systems Ltd,
Village Workshops,
Mountheath Industrial Park,
Prestwick, Manchester M25 8WB

Image MicroSystems Ltd,
27 Waterloo Place,
Leamington Spa, Warwickshire CV32 5LA

John Richardson Computers Ltd,
St Benedict's House,
Brown Lane,
Bamber Bridge, Preston PR5 6ZB

LCS Ltd,
39/40 Bedford Street,
Shelton,
Stoke on Trent, ST1 4PZ

Macarthys,
Chesham House,
Chesham Close,
Romford, Essex, RM1 4JX

Mawdsley-Brooks and Co Ltd,
Chemiserve House,
PO Box 18 (Salford PDO),
East Ordsall Lane, Salford MS4 RA

Microscript,
52 Sweetcroft Lane,
Uxbridge, Middlesex UB10 9LF

Park Systems Ltd,
6, Vulcan Street,
Liverpool L3 7BG

Pharmaceutical Computer Systems Ltd,
(Pace Beta),
37 Stamford New Road,
Altrincham, Cheshire WA14 1EB

Rombus Computers Ltd,
Fairney House,
Ponteland
Newcastle-upon-Tyne NE20 9BD

Simple Software Solutions,
York House,
12 High Street,
Amblecote, Stourbridge DY8 4BT

Talk Data Computer Systems Ltd,
67 Hutton Garden,
London EC1

CONTACT

Simon Driver PMR
051-486 5921 Labeller

Simon Calvert PMR
0532 484746 Labeller

Martin Booth PMR
0403 210808

Tim Flanders PMR
0772 622839

Colin Bell PMR
042-128 3222

Mike Hadley PMR
Robert Hutt
0299 402132

Ian Herron PMR
061-773 7909 Labeller

Manish Thakrar PMR
Mrs Davies Labeller
0926 336 485

Martyn Harris PMR
0772 323763 Labeller

Neil Austin PMR
0782 202446

David Porter PMR
0708 746033 Labeller

Mr T. Bugg PMR
061-833 9741 Labeller

Allan Wainwright PMR
0895 74466

Mike Sprince PMR
David Coleman Labeller
051-298 2233

Mr Copeland PMR
061-941 7011 Labeller

Martin Foster PMR
0661 860111

Mark Winnall PMR
Tom Attwood
0384 397477

Dip Tanna PMR
071-404 1001 Labeller

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Many people with dry skin ask the pharmacist or pharmacy assistant to recommend the best way to relieve their condition. The first line of treatment is to use a good emollient to help trap the skin's natural moisture.

Pure Vaseline Petroleum Jelly is the most highly recommended ingredient for the care of dry skin — petroleum jelly has been used as a base for ointments by British Pharmacopoeias for over 100 years. Now Vaseline have produced Dermacare, developed with dermatologists specifically for the relief of problem dry skin.

Vaseline Dermacare is an emollient with a high content of petroleum jelly, but is non-greasy and readily absorbed into the skin. Dermacare is fragrance free.

Emollients such as Dermacare can be applied as frequently as necessary to dry skin on the face, body and hands. The best time to apply an emollient is after the bath when the skin is still damp.

Where severe itching accompanies dry skin the pharmacist may recommend a 1 per cent hydrocortisone. OTC and prescribed steroids should not be used to moisturise the skin. Applying an emollient cream an hour before applying a topical steroid treatment will help keep the steroid application thin and even. Emollients can be applied again after two hours, when the steroid should have fully penetrated the skin.

Dermacare lotion is available in a 75ml tube, 200ml bottle and 500ml pump dispenser. Dermacare cream is available in a 100ml jar.

For further information about Dermacare and the treatment of problem dry skin write to:- **The Vaseline Care Bureau, 24-28 Bloomsbury Way, London WC1A 2PX.**

The competition

Calling all UK pharmacy staff — win a £250 Thomas Cook Voucher towards the holiday of your choice in this easy to enter competition. Every entrant will receive a pack of Dermacare lotion, 75ml.

1. What is the most highly recommended barrier ingredient for the care of dry skin? **Answer**.....
2. Which emollient has a high content of petroleum jelly? **Answer**.....
3. How long should you leave after applying an emollient *before* a topical steroid? **Answer**. 3 hours ☐ 1 hour ☐ ½ hour ☐

Tiebreak: I recommend Dermacare because (10 words).....

Name

Address

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Entries to:- Chemist & Druggist/Dermacare Competition, Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW.

The rules

1. Competition open only to pharmacy staff — the manager or director of the pharmacy must sign the form. 2. The competition is not open to Elida Gibbs or Chemist & Druggist personnel or their relatives. 3. Winners will be picked from correct entries with the most apt and original tiebreaker. The judges' decision is final. 4. No alternatives will be given to the prizes. 5. Chemist & Druggist and Dermacare do not accept responsibility for loss or damage to entries. 6. Only one entry to this competition is allowed per entrant. 7. The closing date for this competition is July 6. 8. Results will be announced during August and published soon afterwards.



Furry stories

Never has there been a more emotive subject than the use of animals for tests on cosmetic and toiletry products. But does the animal-loving British public understand the real issues involved?

Few people would deny that causing harm to animals in the name of beauty is morally unacceptable. But whether we like it or not, current legislation demands that some animal tests are carried out, primarily on new ingredients, to give indications of human safety.

The beauty industry's ultimate aim is to eliminate all animal testing, says Marion Kelly, director general of the Cosmetic, Toiletry and Perfumery Association. But it is not simply a matter of stopping tests on animals completely; reliable alternatives must be found first. In the meantime the number of tests carried out has dropped drastically.

In 1980 over 30,000 animals were used for cosmetic testing. By 1988, the last year for which figures are available, the number had fallen to 16,989. And 1989 is likely to show a further fall, says Ms Kelly. Some would say that is 16,989 animals too many. But when compared to the overall use of animals for tests, currently around three and a half million annually, cosmetic testing forms just 0.5 per cent of the total.

"The responsible way forward in bodycare" was issued by the CTPA last year, in an attempt to dispel some of the misunderstandings that exists over the issue, says Ms Kelly. Now updated for 1990, the leaflet defines the Association's "3Rs" policy:

- to *reduce* the need for animal testing to an absolute minimum.
- to *refine* the tests to make them more acceptable, both by refinement of methods and reduction in the number of animals involved per test.
- to *replace* tests using live animals by alternative methods thus eliminating all animal testing.

The Association works closely with the Fund for the Replacement of Animals in Medical Experiments (FRAME) to develop alternative methods. Last year a survey of the CTPA's 100-plus members showed that over £10m had been spent in recent years on researching alternatives — a "conservative estimate", comments Ms Kelly. She believes the true figure is more likely £15m to £20m.

Cruelty-free confusion

When the CTPA launched their leaflet Press reports said that they were spending £100,000 to promote vivisection.

The situation was not helped by the resignation of the Body Shop, allegedly "in disgust" over the campaign. "It is much more helpful if people all pull together," says Ms Kelly. And the use of terms like "cruelty-free" and "no animal testing" adds more fuel to the welfarists' fires, but leads to yet more confusion.

First of all, there is virtually no testing on finished products. Most tests relate to

ingredients and this is where the real minefield exists as virtually all ingredients have been tested at some stage. "No testing" claims need to be more carefully defined and set in the context of the 1976 European Commission Directive on Cosmetic Testing, says Ms Kelly.

This Directive states that all products must be safe and places the onus to prove safety on the manufacturer. It contains an annex of prohibited ingredients and three "positive" lists of preservatives, colours or UV filters, which can be used without further testing because their safety has already been established.

Some manufacturers, like Beauty Without Cruelty, use 1976 as the cut-off, and say they use no ingredients introduced after that date. Some say 1978, when the Directive was actually implemented. Other companies base their claims on a time frame of five to ten years on a fixed or rolling basis in relation to products and ingredients.

It takes three to six years for an ingredient to make it to a positive list, so some people do not use a new ingredient for 18 months to 2 years and can distance themselves from distasteful activity. This amounts to waiting until someone else does the work and gets the bad reputation for it while you keep on saying you do no animal testing, says Ms Kelly.

Earlier this year, a chill wind ran through the industry when it seemed that a draft proposal for amendments to the 1976 Directive would have made animal tests for skin and eye irritation mandatory for all ingredients and products in use, and not just new ingredients. However CTPA representatives in England and bodies in France and Germany lobbied against this change and the threat has now receded.

Meanwhile the CTPA continues to stride towards the elimination of animal tests without compromising on the question of innovation.

New ingredients are needed not just to improve product performance, but also to help overcome the problem of sensitisation that many people have to existing preservatives, colorants and so on, stresses Ms Kelly.

Getting the CTPA's message across is not easy, especially when there are people with extreme views. "It doesn't matter what you say they don't believe you. Some people are blinkered and abusive and beyond truth," says Ms Kelly.

And she criticises the "popular Press" who on the one hand condemn animal testing, and then "irresponsibly" run stories about adverse effects of ingredients which could generate the need for more tests "which they are claiming they deplore". It is a vicious circle but people need to know the consequences or they will get it wrong, says Ms Kelly.

Continued on p984

The quest for alternatives

Safety assessment of new or reformulated products looks at a number of factors. Skin and eye irritation, oral toxicity and long term effects. Animal testing is usually the last resort when no alternative method is available.

Under the existing guidelines any available alternative test has to be used first before proceeding to animals. In this way a lot of unsatisfactory ingredients are screened out. In fact, the term "alternatives" is unfortunate, says Ms Kelly. "It suggests that you do this or that but alternatives are done first and some results may need to be confirmed using animals."

The industry is "two to five years away" from eradicating animal tests for skin and eye irritancy. And while more than 75 per cent of all tests are done on humans, investigations on skin sensitisation and oral toxicity need to be carried out on animals.

Alternative procedures include:

- Mathematical modelling relating structural and biological properties of molecules — quantitative structural/activity relationships (QSARs).

- Computer graphics and molecular modelling to design *in* desirable characteristics and design *out* potential for adverse effects.

- Computer modelling and simulation of physiological and toxicological processes to predict potential fate and effects *in vivo*.

- Physico-chemical tests, excluding living organisms, as in the EYTEX test which replaces the Draize eye irritancy test.

- Genotoxicity tests on bacteria and the

use of other lower organisms such as invertebrates, plants, and micro-organisms.

- *In vitro* methods including short term maintenance of whole organs, tissue slices, cell suspensions or cell fractions and long term cell and organ culture. General cell toxicity tests can be used to predict acute toxicity, and procedures like the dye release methods being developed by FRAME could contribute to a battery of methods for replacing the Draize eye irritancy test.

- Human studies and epidemiological and post-marketing surveys.

Once alternatives are developed they need to be validated to ensure comparability with existing animal tests. Much of the work and expense involved in the development of alternatives is devoted to validation, says the CTPA.

"To achieve the goal of eliminating the need for animal testing it is essential that the regulatory authorities accept the use of such alternatives," the Association says.

Roc say that their laboratories in France have, for some time now developed and tested alternative methods such as cell cultures and microbiological tests. They do not use animal testing but carry out clinical tests on humans in hospitals.

Johnson & Johnson say their policy is to avoid animal testing. They utilise manufacturers' published and in-house information as the mainstay of safety assessment of new product formulations. Non-animal procedures such as culture testing as a predictor of non irritancy are used before assessment in human volunteers.

who ensure that the tests are carried out properly, says the company. "We don't conduct any test that would cause any discomfort or death".

So how did the widely reported "frying mice" incident occur? L'Oréal explain that two years ago an American laboratory commissioned by them and approved by the Food and Drug Administration, was carrying out an independent batch of studies on a suntan cream. A technical fault took place, the sunlamps overheated, and 14 of the 18 mice died. At the same time there was an animal liberation activist working as a "spy" who filmed the incident. "It is possible that the incident was set up in order to be filmed. If there was a fault why didn't she run for help?" asks the spokesman.

L'Oréal believe a lot of "confusion and misunderstanding" is caused by companies calling themselves "cruelty free". Claims like no animal testing should be spelt out — "Does the consumer understand that this only relates to finished products and not to the ingredients?" Official guidelines are necessary otherwise consumers will be misled, say L'Oréal.

People ring in or write, sometimes batches of photocopied circulars arrive at the company's offices. Replies are always given, but, says the company, it is a complicated issue and people want it in black or white: "Are your products tested, yes or no?"

Innovation must continue

Critics of L'Oréal's policy say that there are more than enough ingredients available anyway, but L'Oréal defend their right to innovate. "We have not said we are not prepared to test on animals any more," states a spokesman. "We can't prejudice human safety and are not prepared to stop innovating or finding improvements on existing products." Complicated products like anti-ageing creams, sunscreens and hair colorants may cause problems and "animal tests may have to play a part".

But should animals be sacrificed for the pure vanity of anti-ageing creams? These creams are no more vanity than a lipstick. The cosmetic industry has always been there for decorative and self-enhancement purposes and these products make a valuable contribution to lifestyle and self respect and have an important role to play, says the spokesman.

Apart from "cosmetic" aspects, there is the protection to health offered by sunscreens. Because of environmental changes and the enormous advances in the understanding of how skin cancer develops, improved sunscreens are needed. "Would it be right for us to stop our research in an area like that? Anyone who wants to turn the clock back is abdicating their responsibility," say L'Oréal.

As to when it will finally stop animal testing, the company says. "We very much hope that it would be sooner rather than later", there will always be the need to test as long as legislation remains. Although the European rulebook could be modified to keep up with advances in the development of other tests, rules need to be kept in place until the alternatives are good enough. "Otherwise someone will make a ghastly mistake and some poor person will be the victim," says the spokesman.

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A black or white choice?

To test or not to test? L'Oréal, the world's largest cosmetic company, say the choice is not that simple

Whenever a tabloid newspaper runs a story on the horrors of animal use in the cosmetics industry, L'Oréal is the "big baddy" at the top of the hit-list. Accused of blinding rabbits in the name of beauty, L'Oréal are telling the world about the work they are doing to bring animal testing to an end.

"We completely support the policy of animal-free testing," says a company spokesman. "Our ultimate goal is to eliminate animal testing as soon as there are good enough alternatives."

Over the past ten years L'Oréal have invested more than £10m in the development of alternative tests and another £15m is pledged to continue research. The number of animal tests has been drastically reduced and certain tests, like the Draize eye test on rabbits or the LD50 test, are no longer used. Raw materials used in manufacture are only tested once.

Overall, less than 5 per cent of L'Oréal's finished products involve animal testing compared with 50 per cent five years ago. "This illustrates the tremendous progress we have made," say L'Oréal, adding that the development in certain areas and validation of alternative tests

could take some time. "We appreciate and hear customers' concern about testing but we are a responsible company and are not prepared to compromise on safety."

When animals are used, they are small laboratory bred rodents, cared for by vets



L'Oréal developing alternatives



'No.'



'No.'



'NO!'



'None.'



'Nil.'



'Nope.'



'Nothing doing.'



'Negative.'



'No.'



'Another no.'



'No and no again.'



'Zero.'



'Zilch.'



'Silly question.'



'The quest continues.'



'What a thankless task!'



'There's none here.'



'Or here.'



'Or here!'



'No luck yet.'



'Search me!'



'I give up.'

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you spot any
artificial
colouring
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Beauty without cruelty?



Carol Royle supports Beauty Without Cruelty

Back in the '60s when Beauty Without Cruelty started producing cosmetics based on the vegetarian ethic, they were called cranks. Now many are following their lead.

In 1963, the trustees of Beauty Without Cruelty Charitable Trust, formed as an educational body for animal welfare, founded a cosmetic company to produce beauty products without using animal ingredients.

For many years they were considered a bit eccentric, says Joseph Piccioni, managing director: "For the first 20 years no one took us seriously but now many companies are adopting ethical positions similar to our own."

But whereas many use a claim of "no animal testing" BWC follow a much stricter line. Virtually all of the ingredients in their formulations were around before 1976 (September 27 of that year to be precise), when the European Community's Cosmetics Directive was published.

Beeswax and lanolin

The only animal ingredients used are beeswax and lanolin which are harmlessly obtained. So instead of using collagen for an "anti-ageing effect", they employ a 20 year old substitute — polyamino sugar condensate — which has a high moisturising capability.

Perfume fixatives like civet and musk are avoided and the animal-derived pigment carmine is excluded from make up. While most ingredients are derived from plants, synthetic preservatives are used.

"If our criteria were universally applied many companies would be extinct," believes Mr Piccioni.

While he is not against people saying that their finished product is not tested on animals he feels that the five year rule is inadequate. It gives companies the benefit of using new ingredients which are the products of animal tests and hiding under the "halo" of animal free testing. Mr Piccioni is worried that the plethora of claims may result in a backlash against the

cruelty free industry.

"My main concern is that there are companies who have joined on the bandwagon and are making claims which are meaningless. This could lead to disillusionment and to a public backlash against companies like ourselves and even the animal welfare movement, if people think they've been taken for a ride," he warns.

'Backlash' warning

As to the company's present image, Mr Piccioni believes that it is now seen as a serious contender. For many years they suffered prejudice because of their ethics. Many consumers perceived the products as being below the professional standards of multinational competitors. Bankers and retailers in the business world also held BWC in contempt. During the '70s BWC ran into financial difficulties, almost reaching the brink of liquidation. Mr Piccioni took

over in 1978 and since then fortunes have steadily improved to the current streamlined business that BWC is today.

"Today we operate with a dual mission. We want to achieve commercial success but we also look towards causing change by example," he says. Some 48 per cent of the privately-owned company's shares are in the hands of animal welfare trusts. And to coincide with their 25th anniversary they launched BWC Animal Awards which have had a huge response.

BWC operate on a "consignment basis" with distribution mainly through pharmacies — about 75 per cent — and the rest through health food stores. A conditioning cream for the area around the eyes is the latest addition to the range.

Over the past year new packaging has been introduced, bearing a silver swan logo. The actress Carol Royle of "Life without George" and Dennis Potter's "Blackeyes" fame, is to star in new promotional material and brochures.

Evergreen Innoxa comes out

The '90s looks set to be the "green age" with many companies launching skincare under a "natural" banner. After a change of ownership, Innoxa are reinforcing their "green" image — one they have had for the past 71 years

The basic dogma of medicine, *primum non nocere*, first do no harm, was the principle that led two French dermatologists to set up the Innoxa company in 1919. Nine years later, an English dermatologist Dr Alderman, founded the UK group.

Products have always been fragrance and lanolin-free, hypo-allergenic and no testing is carried out on animals. "We were green pioneers long before it became fashionable," says Innoxa's John Kingham. "In those days this was not an issue."

Last February, the company changed hands in a buy out by Ian Clayton-Smith, managing director of Glopec Holdings Ltd. The past fifteen months has seen a radical revitalisation with new packaging and merchandising material, product rationalisation and new launches.

The most dramatic difference is probably Innoxa's new advertising. The company is now exploiting "their high ground" with a campaign based on the theme: "Innoxa never bugs bunnies". Quite a change from the past sixty years of advertising which, according to John Kingham saw "a very genteel approach".

This year's campaign broke in March in magazines like *Cosmopolitan* with a "modest" spend of around £150,000. The format used is double page spreads deliberately black and white rather than colour. "We were very keen not to take the traditional route to cosmetic advertising," explains Mr Kingham.

This "unconventional" relaunch was spearheaded by the shedding of 76 products from a range that was "too large and cluttered". The facial care range is now broken down into three skin types:



Skincare from top to toe from Innoxa

sensitive/normal; sensitive/dry and sensitive/oily; since 41 per cent of women claim to have sensitive skin, say Innoxa. New out this month is the sensitive/combination range of creamy cleanser, alcohol-free toner, enriched moisture cream and enriched night cream. Active Life moisture cream was introduced in May. A moisture oil has been introduced into the bodycare range and the Innoxa 41 products designed for problem skin are due to be advertised to teenagers next Spring.

Product lines are separated into 0.3m shelf units, all featuring an automatic push feed that moves packs to the front after a selection has been made. Floor and counter stands have been developed, too. There has also been a change in the salesforce which is now 18-strong and nationwide. Innoxa's distribution is essentially chemist-based with 66 per cent through independent pharmacies and the remainder through Boots and department stores.

The target market has changed, too, from ladies aged 40 and over, to the younger 22 to 30 year age group. The next phase in this revitalisation is a new advertising campaign planned for the Autumn which promises a "substantial increase in investment".

Timotei
Skin Care —
a stunning
promotional
package



This Summer sees an exciting new promotional campaign for the brand that helped lead the way into the green age — Timotei.

Since its launch in 1988, women have found the Timotei Skin Care range as gentle and natural as the original shampoo they first got to know. And they're aware that they can rely on Timotei to treat both their hair and skin kindly — a value that's becoming daily more important.

"Looking forward to the '90s, we can expect to see women wanting more simplicity and naturalness in their skin care products," explains brand manager Grail Ashcroft, "especially among the younger age groups. The Timotei Skin Care range is particularly appealing, helping to provide fresh looking, naturally beautiful skin at an affordable price".

Four steps to beauty

Very much a contemporary range of products, Timotei Skin Care has been developed with the requirements of the modern woman in mind. The range is straightforward and simple, yet provides all the steps a woman needs to help her have beautiful skin. Each no-fuss variant is easy to use, with attractively designed packs in refreshing green and white.

□ **Timotei facial wash** is the most popular line in the brand — which isn't surprising: it was created specifically to satisfy the 75 per cent of British women who prefer the fresh, instant-clean feel of soap and water, but who dislike the dehydrating effect of conventional soap. Timotei facial wash is a unique formula that creams into a generous lather on the face, it rinses off thoroughly, cleansing the skin and leaving it fresh, soft and supple. The facial wash comes in an easy-to-use tube pack.

□ **Timotei deep cleansing lotion** is a versatile cleanser made to a natural, light, non-greasy formula. Effective in removing all traces of dirt and make-up, it is massaged gently over the skin and may be removed either with tissue or with dampened cotton wool, leaving the skin with a fresh and healthy feel.

□ **Timotei herbal freshener** — the soft, green, gentle, alcohol-free tonic freshens and tones the skin naturally. Not as harsh as most fresheners, it fulfils Timotei's promise

of mildness to the skin.

□ **Timotei moisturiser** is a light, non-greasy lotion which spreads smoothly and is rapidly absorbed, leaving the skin soft and smooth. The moisturiser comes in a pretty glass bottle, which is as at home on the dressing-table as in the bathroom.

Natural promise

Timotei's appeal lies in its simple promise of naturalness. Its skin care products contain age-old moisturisers and herbal extracts that are known to be beneficial in cleansing and nourishing the skin. These include extract of camomile, witch hazel and fennel. Research has shown that this is mild but effective to give naturally beautiful skin.

Research reveals that women are reassured by Timotei's promise of natural care for their skin. They identify the Timotei brand name with "purity", "gentleness", "freshness", and "naturalness". The well-known advertising image of Nordic healthiness has carried over to the skin care range, and women see it as a brand that can be trusted to be natural.

But Timotei's image is also one of youth. It has a young vigorous mood that today's modern woman can associate with. She sees it as effective in providing what she needs for her daily beauty routine. And it does so with no nonsense and good value — with prices ranging from £1.55 to £1.99, Timotei can claim to be one of the most keenly priced quality mass market products available.

Summer support

Reflecting their confidence in the brand, Elida Gibbs, the leading UK skin care manufacturer, are supporting Timotei Skin Care with significantly greater Press and promotional support than most other skin care brands will enjoy this Summer.

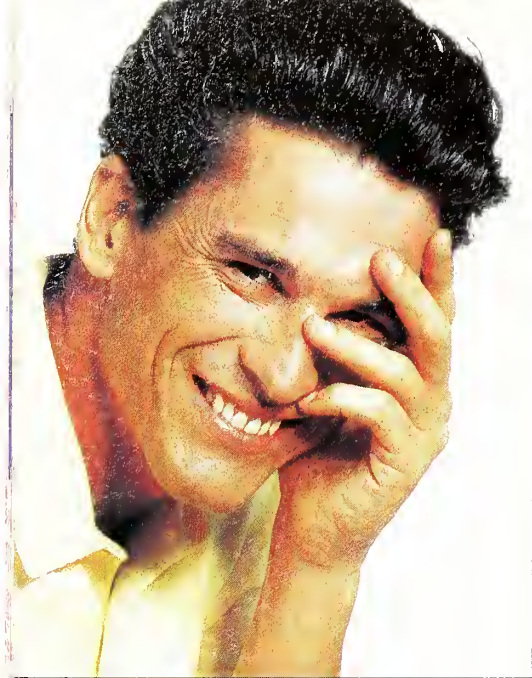
June will see an exciting promotion of maximum benefit to all independent chemist retailers. Leaflets and order forms will be sent out this month explaining the promotion. On placing an order (using the leaflet) through their wholesaler, the retailer will immediately receive a £5 bonus cheque.

To make displaying and selling Timotei Skin Care even easier, each retailer taking advantage of the promotion will receive a ready made promotional kit containing a specially created merchandising unit, six full size Timotei facial washes to give away with a purchase from the Timotei Skin Care range, plus shelf display material and product samples to try.

Champagne for display

Timotei is a very attractively designed range, and offers strong sale opportunities when displayed to its best advantage. To maximise on this, Elida Gibbs will be encouraging stockists to make the most of their displays. In an exclusive offer to *Chemist & Druggist* readers, Elida Gibbs are giving away a bottle of champagne for each display. Simply put up the enclosed poster in your shop, along with the skin care range, and send in a photograph of the display. You will receive a complementary bottle of champagne. (See envelope in this issue for details).





The male factor

Male skincare is still mainly shaving related but continues to expand into the protective rather than just functional area.

The shaving products market is worth £28.3m, say Shulton, who claim a 6.6 per cent share. The biggest growth area is in preshave which saw a 43 per cent sterling increase to £3.3m in 1989. Unit sales are up 8.3 per cent. The shaving stick sector is valued at £2m and the largest sector, shaving foams, £19.5m.

Some 13 per cent of shaving products are through independent chemists, with 30 per cent through Boots. Sales through groceries are rapidly increasing with sterling sales up by 6.6 per cent to give them 36 per cent of total sales.

New from Shulton is Rapport regenerating aftershave gel (pictured below) a cool soothing formula with agents to help dryness and sensitivity after shaving. The Insignia all-over body programme is the number one brand in units and number two in value in the mass male fragrance market, say Shulton, highlighting a trend, especially among the under 25s, towards usage of a co-ordinated range of toiletries.

Cussons agree that male skincare is showing good growth. Last year they added the Skin System to their Cussons for Men range. Concentrated shave gel, soothing after shave and dry skin lotion are all deliberately positioned as everyday toiletries with "decidedly masculine packaging, affordable pricing and straightforward pack copy".

Mike Fallon, Cussons' head of sales explains: "Most men are put off by esoteric product descriptions, fancy pricing and an in-built fear of compromising their masculinity. Yet they actually like using a wide spectrum of toiletries."

Of the three Skin System products, the concentrated shave gel has seen the greatest growth and now has 0.6 per cent of the shaving foam gel market, say Cussons.

However, unlike women, the majority of men simply do not see the need to look after their skins, says the company. The UK's macho males still lag behind other countries — shave gel now has a 40 per cent share of the total shave market in the USA, far greater than the home market. However Cussons are confident that the UK male skincare market will develop

SKINCARE

The greens

Over the past few years a crop of green companies have sprung up selling natural skincare. Montagne Jeunesse deny they are jumping on the natural bandwagon

Montagne Jeunesse was launched about three years ago by environmentalists whose aim was to introduce a natural beauty range that could bring the success of the Body Shop to chemists and department stores.

Jonathan Harper-Hill, marketing manager, estimates that the natural market is now worth around £100m having grown from £75m in 1988. As consumers become more aware of environmental issues, the market is segmenting into green and cruelty free.

Montagne Jeunesse say their range encompasses both ethics — none of their raw materials are tested on animals and they have a standing moratorium on not using any ingredient introduced after 1978. The company is very strict with suppliers of raw materials and asks for written confirmation of a no-testing policy.

Most products are based on vegetable extracts and exclude slaughterhouse ingredients. Honey, milk and beeswax are used and 90 per cent of the range is vegan approved. On the environmental front all ingredients are biodegradable, none are chemically "ungreen" says Mr Harper-Hill. Glass is used for packaging as it is

recyclable. Cork and wood stoppers are from renewable sources and superfluous packaging is avoided.

Montagne Jeunesse are not jumping on a bandwagon: "We were green and cruelty-free three years ago but we did not use it as a marketing ply," he says.

The range, distributed by Addis, is popular in chemists who account for around 70 per cent of distribution.

Mr Harper-Hill has seen a change in retail pharmacist's attitudes to natural products. Initially there was some scepticism but "attitudes are now changing fast".

Montagne Jeunesse have spent "thousands of pounds" supporting animal welfare causes and this year launched two conservation appeals, one for the Antarctica and the other for Belize's tropical rainforest. Green issues are here to stay, says Mr Harper-Hill — predicting a complete change in lifestyle over the next decade, when all products in all aspects of life will be environmentally friendly.

Brand news

Pretty Natural plc are a new Devonshire-based company with three ranges — Naturally Caring, Natural Man and Femme d'Affair (Working Woman) all "created for the conscientious consumer of today with the natural future in mind". Products include haircare, bathcare and skincare (from £0.99 to £5.95).

The Organic Product Company have added a jojoba face mask and eye make up remover cream to their cruelty-free herbal face and body range. These join some sixty products which all contain a high percentage of organically grown plant ingredients. A "PVC collect and recycle" scheme has just been launched. Customers can post their empty bottles back to the company who deliver them to the nearest recycling depot. **Elemis**, a natural range with a difference, is aimed at discerning women who care about ecological issues, "but at the same time demand a degree of luxury and indulgence". Launched last Summer by Emma and Linda Steiner, the aromatherapy-based range now includes four new flower waters (£9.50 and £10) as well as seven products for sensitive skin.

significantly, albeit gradually.

In April Boots launched No7 for men compromising a facial wash, cream shave, foaming shave gel, after shave tonic, after shave balm and dry skin relief. And sensitive souls will be able to buy Roc pour Homme from next month in independent pharmacies after its trial period in Boots.

Roc say that the total market for male cosmetics and toiletries is worth around



Rapport regenerating aftershave gel

£300m and growing fast. Most products are purchased by 18-35 year olds and more and more men are using female products. And the trend towards the creation of more male user-friendly areas in retail outlets, coupled with the greater awareness, will "ensure a growth of the male market in the 1990s".

Roc pour Homme has been specially formulated for easily irritated or sensitive skin prone to rashes and allergies. For shaving there is a foam, brushless shaving cream, shaving cream with brush — all soap-free — and soothing and protective shaving foam. Roc pour Homme also has an alcohol-free soothing after shave gel, a protective moisturising cream, and a wrinkle treatment with liposomes.

Skin Fitness will be supported by intensive below the line activity throughout the year. Promotions include a banded shaving pack offering a £2 saving. A medicated shaving range, targeted at the first time shaver and men with specific skin problems will be launched later this year.

Continued on p992

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Our new headquarters.

Our new offices will put us nearer to our wholesaler network, nearer to our retail members, and finally, nearer to the suppliers. Which all means we're now in the perfect position to do more business.

However, relocating is only half the story. Our future plans also involve many changes that will strengthen our central office team. Helping to provide a more effective service for our retail membership.

We are making these changes with just one aim in mind. To improve our service to you, the pharmacist. If you'd like to work with a committed partner in retailing, phone Geoff Bass on (0827) 69269 or your local Numark wholesaler. It could be your best move yet.



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All peaches and cream

The skincare market was worth £236.1m (AGB market track) at the end of 1989, an 11 per cent increase on its value of £212.6m in 1988.

After a slow start, growth in the second half of the year was 18 per cent to £121.8m (£103.3m July-December 1988) compared with a 5 per cent increase in the first half of the year to £114.3m (£109.3m January-June 1988).

Interest rates may go up and spending power may come down, but it seems that British women will still find a way to pamper their skin. Despite the harsher economic climate your female customers are spending more and more on lotions and potions, and they are not content with down market items; the trend towards premium-type products continues.

Always a divided market, with general purpose jostling with cleansers, moisturisers, toners, handcreams and body lotions, skincare is becoming even more fragmented. Moisturisers still take the lion's share of the total skincare market at 43.8 per cent (AGB) at the end of '89, growing by 18 per cent, well ahead of the total trend. Cleansers increased by 12 per cent but toners decreased by 2 per cent.

There is clearly room for growth in regime skincare: "There are a lot of women who have yet to be educated," says Bridget Morris, senior product manager at Smith & Nephew. Nivea Facials, out just over a year ago, have been doing well and repeat purchase, indicated by coupon redemptions, is very high, she says.

The greatest growth was seen in toiletry skincare up 15 per cent to £140.5m (59.5 per cent) of the total market, whereas cosmetic ranges declined by 11 per cent to £18m (7.8 per cent). This disproportionate growth in the toiletry sector makes the lower end of the market more important than ever before, says Ms Morris. The toiletry sector is becoming more and more accessible, and women are responding by demanding more sophisticated products, she adds.

■ There are 19 million women in the UK active in skincare, aged between 15 and 65, say Smith & Nephew in their first annual skincare report. Consumers are now increasingly motivated by awareness of changing skincare needs in relation to age and environment.

■ Women are better informed about skincare than their parents were, particularly through women's magazines, and are now more conscious about their skincare needs.

■ There has been a marked change in lifestyle with women now accounting for 42 per cent of the working population, resulting in more disposable income.

■ Pollution and the urban atmosphere are taking their toll on skin with a need for more sophisticated products.

■ Women are becoming increasingly concerned over health issues like sun exposure, and products are expected to have more of a protective function.

Brand news

Pure & Simple's growth is outstripping the toiletry sector as a whole — the skincare range, launched two years ago, increased by 27 per cent in the last six months, say Smithkline Beecham Personal Care. Its success is due to its "no-nonsense" stance as a highly effective range containing only those ingredients needed for effective care of the skin, says the company. The whole range, including body and haircare will be supported by a new £2.5m television advertising campaign this year.

Timotei will benefit from a new advertising campaign in the women's Press this



Moisture protection for Ulay users



Cuticura's dry skin emulsion

Summer backed up with promotions. There is also a new merchandiser containing six of the best-selling Timotei facial washes.

Ponds had a relaunch last August with reformulations and a softer image. Dry skin cream, light day cream and night cream now have a reduced wax content making them lighter and fluffier and fragrance levels have been reduced. New packaging is designed to "unashamedly appeal to older 35-55 year old women," says Prida Gibbs.

A £1.06m television advertising campaign was launched in the Spring and £458,000 is being spent on magazine advertising over the next six months. A new two-tier display tray is on offer.

Aapri has just changed hands going from Gillette to Eylure Nobel. In February the cleansing range was revitalised with new packaging and improved formulations. Aapri will be on television this month and next.

Buf-Puf skincare will be supported by promotional activities throughout the coming year. 3M UK are redesigning sample sachets of normal to dry Buf-Puf daily cleanser for distribution through a selection of women's magazines. The Buf-Puf Beauty Book has also been redesigned

to include money off coupons.

Efamol evening primrose oil skincare receives a £500,000 boost from nationwide advertising in women's magazines and Adshel posters. The "green" advertisements are aimed at women aged 25-50. For retailers, there is a display kit including shelf spacer, wobblers and window display card featuring the evening primrose oil flower. Pharmacies now represent 50 per cent of total sales for the brand, a reflection of the growing importance of pharmacy staff in advising customers on skin say Efamol.

Anne French goes on the road with TV presenter Phillip Schofield of BBC television. He is featured in an on-pack promotion that runs until August. During the school holidays Anne French roadshows will be held in Luton, Bracknell, Swansea, Livingstone, Gateshead, Manchester, Birmingham and Wood Green. Lucky teenagers can get samples and promotional T-shirts along with Phillip Schofield photos and badges. The star will also visit two of the roadshow sites. Advertising will run concurrently in teen magazines and local newspapers.

Palmers who claim to be the largest American manufacturer of cocoa butter are planning a major push in the UK with new distributors De Witt. Sales in the UK already exceed £3m and the company now plans to highlight the products' moisturising properties. An advertising and PR campaign is planned and point of sale material is available.

Mudd Mask sensitive is the latest product from the Chattem stable. Specially formulated for dry and sensitive skin, it is fragrance free and hypoallergenic. Mudd Mask increased its share of the face mask market by 23 per cent in 1989 with sales increasing by 21 per cent in volume, say Chattem. This year, a £200,000 advertising campaign in women's magazines and on London Underground posters, will support the range.

Endocil continues to show fast growth after more than 30 years say Chefaro Proprietaries. In the year to December 1989 moisturisers held a 47 per cent share of the total market worth £371 million, an increase of 16 per cent over 1988. Endocil with a 37 per cent increase, grew at more than twice the market rate.

Support for this year includes a large sampling and couponing operation. In April, some 100,000 samples were distributed and these are already pulling in redemptions and extra sales, say Chefaro.

Finders International's Dead Sea Magik promises the "revitalising" properties of the Dead Sea without leaving home. Five products make up the bodycare collection: mud face mask; exfoliant; moisturiser; body lotion and bath salts. Dead Sea mud has an unusually high concentration of minerals, trace elements and vegetable matter due to millions of years of naturally occurring sedimentation, say Finders.

Wellcome Consumer Healthcare say they are helping to pioneer an underdeveloped segment of the UK market — pH balanced cleansers and moisturisers. By continued marketing investment the company plans to develop this segment to the same degree as has been experienced in West Germany where pH balanced soap-free cleansers account for over 25 per cent of all cleansing product sales.

Oil of Ulay's range was expanded with the addition of moisture protection cream, last



A still from the latest "Blitz those zits" Oxy commercial, this time for the medicated pads, the flagship of the Oxy clean range. Jenny Hall, brand manager, predicts that as the demographics within the UK change and the 15-24 year old market declines, there will be an impact on the spot sector. The preventative side of the market will become more important. An oil-free moisturising gel was introduced by SmithklineBeecham last year

Emollient sector emerges

When is a moisturiser not a moisturiser? When it is an emollient



Schering-Plough's Probace 3 for troublesome dry skin conditions

year. Procter & Gamble say that Oil of Ulay is the biggest brand in the skincare sector in terms of advertising and promotion with £3.5m spent last year and £11m planned for this year. The company are also spending £2.3m over the next year to support the Clearasil range with £2m pledged for Biactol. Last September saw the introduction of Biactol sensitive skin formula.

Network Management have added four luxury face masks to the Christy range. Oatmeal and honey; chamomile and vitamin E; jasmine and evening primrose oil and cucumber with witch hazel are presented in larger pearlised pastel tubes. Mudpak and Hotpak sachets have been repackaged with Hotpak also now available in miniature tubes. And two new cleansers, a lotion for greasy skin and a milk for combination skin, have just been launched. Both contain 5 per cent witch hazel.

Simple skincare range is to be backed with a £2m television campaign.

Eylure, taken over by Swedish company Nobel Industries (now called Eylure Nobel) last year, launched an eye care collection in January. The four products are a contour gel, moisturising cream, make up remover and make up remover pads. So far the gel is proving the bestseller. The fragrance and

colour free range, is formulated for sensitive eyes and contact lens wearers and is hypo-allergenic. It is also free from animal ingredients and animal testing, say Eylure.

A counter merchandising unit featuring subtle pink and lilac colours houses the range and products are accompanied by a comprehensive information leaflet. Eylure eye collection will be supported throughout the year with an advertising campaign in the women's Press targeted at 20 to 35 year olds, and sampling activity.

Johnson & Johnson, makers of Empathy hair and skincare targeted at the mature woman, say that this is one of the few population sectors set for continued growth well into the next century.

The 40 to 64 year age group will have increased by 20 per cent by 2006 offering further growth opportunities in a toiletries market where 62 per cent of sterling sales are to women aged 35 years and over. This group forms 53 per cent of the UK market.

An enriched night cream joined the skincare range in March. It is formulated with vitamin E and a special blend of moisturisers, humectants and emollients. Within the Empathy target market there is heavy usage of night cream — women aged over 65 account for 69 per cent of sales and the sector is valued at around £12m.

Emollients and moisturisers both have the same basic action, that is, providing the skin with a protective barrier to stop moisture evaporating and prevent dehydration.

However moisturisers are seen as cosmetic/toiletry preparations whereas emollients have a dermatological heritage. The latter sector is growing rapidly, albeit from a comparatively small base. Schering-Plough say that non-prescription sales of emollients increased by 85 per cent between 1986 and 1989 in value terms from £2m to £3.7m.

The company launched Probace 3 in March. Aimed at those with troublesome dry skin conditions, the cream and lotion are both free from lanolin and parabens.

Probace 3 is being supported by an advertising and promotional spend of around £500,000. Some 75 per cent of all women will have at least 12 opportunities to see advertisements appearing in *Options*, *Living*, *Family Circle* and other titles, say Schering-Plough. Trial sizes and sachets will also be distributed, say Schering-Plough, backed up with instore displays and leaflets. The company says its target market is the 90 per cent of people who suffer from dry skin.

Cream E45 is the sixth largest OTC brand, say Crookes, and over half a million prescriptions are written annually for it.

For the first time, Crookes will be running a door-to-door leaflet drop their E45 range. The company's PR programme will also include healthcare professionals with new educational material planned. There will be continued co-operation with the National Eczema Society, the Psoriasis Association and other consumer bodies.

Brand news

Vaseline Dermacare was introduced by Elida Gibbs last year. A leaflet on the care of severe dry skin can be obtained by sending an SAE (A4 size) to the Vaseline Care Bureau, 22-24 Bloomsbury Way, London WC1A 2PX.

Pharma Healthcare have launched Cetraben cream which is formulated by pharmacists and is said to be non-greasy, free from added colours and perfumes and lanolin-free.

Sector Movements Total Skincare

Total Value (£m)	212.6	236.1 +11	109.3	103.3	114.3 +5	121.8 +18
Consultant Ranges	15.4	15.8 +14	17.4	13.2	15.9	15.8
Cosmetic Ranges	9.8	7.8 -11	9.9	9.6	8.9	6.9
Direct Selling	9.6	9.3 +8	10.3	8.7	9.9	8.8
Toiletry Skincare	57.6	59.5 +15	54.9	60.3	58.0	60.9
Babycare	7.8	7.5 +8	7.5	8.1	7.4	7.7
12 M E	Dec '88	Dec '89	6 M E Jun '88	Dec '88	Jun '89	Dec '89

AGB Market track

Age of technology

While new launches in the mass market have been few and far between, the middle sector has seen one of its most active periods for years. It seems that women are now more willing to try out "high technology" creams with their promises of youthful looks for years to come, especially since the trickle-down from the premium sector means that these creams now cost a fraction of the price they fetched a few years ago.

Plénitude launched to the market two years ago, offers "high performance products with the latest developments in cosmetic technology, that are accessible to consumers in terms of price and outlets that they can be bought from, says group product manager Liz Madell.

Plénitude has a very strong presence in chemists and department stores, and is in a few grocers, she says. It already has a 3 per cent sterling share of the facial skincare sector and is ahead of Timotei and Pure and Simple in sterling terms, says Ms Madell. "Women are becoming more aware of technical developments in skincare. They are more demanding in what they want and are looking for something a bit special."

Last November, L'Oréal launched Plénitude Action Liposomes, the first time that liposome technology has been available on the mass market. It is now the best selling product in the range after Active Daily Moisturiser, accounting for 20 per cent of total sales. This year, the company claims the first mass market serum with Plénitude Firming Serum Concentrate. And for those with greasy and combination skin, oil has been removed from the top selling moisturiser to give an Active Daily Moisture lotion Oil-free variant.

Action Liposomes will be backed with a £2m media spend including a series of television advertisements and sachet sampling through the women's Press.

The adverts use the catchline "delays the signs of ageing". In the States they make the stronger claim "reduces signs of ageing". Pharmacists should be reassured that this is not just a wild claim, says Ms Madell. The ITVA is very strict in their approach and L'Oréal have had to back up their claim with scientific dossiers. Plénitude is particularly strong in chemists, ahead of the sector trends. Last month a 4ft wide illuminated display stand was despatched to over 300 outlets.



"Mass market" serum from Plénitude

Vichy consults

Vichy have been surprised by the success of high technology products introduced last year. Company pharmacist Cathey Holland agrees that women are definitely becoming more sophisticated. Vichy's Regenium night cream contains ingrafted collagen and has been "extremely well received".

She believes that women are becoming more polarised — at one end there are those who have "gone natural" and look for products with minimum claims that tend to be more down market. At the other end is a group of women which perceives the need for more technological products on the skin.

On the cleansing front, Vichy's Aqua Tendre range introduced in 1988, has been relaunched. A transparent cleansing bar has been reintroduced and a rinse-off gel joins the cream cleanser. Next month Nutri-Intense, a nourishing body cream for dry and very dry skin, and Teint de Soleil, a light tanning tinted cream, will be in store.

Chemist-only Vichy are now introducing skincare centres in some 500 accounts. They will offer consultancy advice with a difference, consultants will be pharmacy staff trained by Vichy. The centres will be highlighted with window stickers and POS and there will be ongoing promotions. Trials in Boots branches showed the concept to be a popular one, with sales tripling, says Ms Holland. As products go more up market "women are crying out for advice," she says.

Brand news

Revlon are introducing Ecologie skin care with environmental protection system (EPS) designed to protect from the "harmful effects of today's environment and modern life" (see **Counterpoints**). Advertisements in women's magazines will support the launch.

Roc are adding a new shade to their moisturising tinted day cream for Summer. Dore is slightly darker than Clair but lighter than Hale and in April, Roc introduced Rinse-off facial cleanser, a smooth, creamy water-in-oil emulsion. It is soap-free and has a pH matching that of skin.

Silhouette International are expanding distribution of Rose Laird, a skincare range developed for the professional beauty salon market, into the retail sector. Products have been repackaged in peach, grey and silver. A £250,000 spend to include national advertising, counter merchandisers and display cards and leaflets, is in support. Cyclax hold a 5 per cent volume share of the facial moisturiser market say Lenthéric Morny. A new £500,000 advertising campaign runs from now until next March in the women's Press.

Elancyl Laboratoires are introducing a new bodycare range at the end of July. The Pink range is based on natural plant extracts and includes vitamin E. It comprises Fermente Plus intensive body firming gel, Hydra 2 moisture treatment and Soin satin dry finish body oil.



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BUSINESS NEWS

Norgine buy Primrose Oil

The Evening Primrose Oil Company have been bought by Norgine Ltd for an undisclosed sum. EPOC was previously owned by Readimix Concrete.

EPOC's general manager will continue to be Dr Andrew Morris, while Norgine managing director Frank Leonard takes control in the EPOC boardroom.

The Evening Primrose Oil Company was established to develop suitable varieties of the plant for the production of oil containing high levels of gamma-linolenic acid, and the company now has a number of variety rights registered. Norgine, who were already distributing EPOC's primrose oil capsules before the takeover, say the move takes them a stage further in the direction the company wants to progress with OTCs.

"We launched our OTC sales force in 1987, and the takeover brings the evening primrose oil production in-house," said Norgine's finance director Michael Lawther. "In terms of the growing of the product we believe there is a particular strength in present production methods. However, it is too early to comment on possible redundancies."

Mr Lawther said plans were in hand to develop the Evening Primrose Oil brand.

Agfa-Gevaert Ltd maintained profits at £5.3m last year on a turnover up 6.5 per cent to £207m. The company's UK managing director, Gustav Ahrens, said he was reasonably happy with the result.

Internationally, the company's sales increased by 7 per cent to DM7,227m (£2,400m). The company noted particularly strong growth with equipment for photolabs, and with scanners and laser printers.

Unicare Scotland, a subsidiary of Hospital Management & Supplies (Glasgow) Ltd are now trading from A8 Trading Estate, 44 Nurseries Road, Baillieston, Glasgow, G69 6UL. Tel: 041-771 8383.

Lloyds juggernaut hits Cross & Herbert

Lloyds Chemists are buying the South of England retail pharmacy chain of Cross & Herbert, increasing their pharmacy and drugstore chain by a further 74 retail outlets. The move consolidates Lloyds position as the second largest UK pharmacy chain operator, increasing their outlets to 429 chemists and 145 drugstores.

The purchase price of £23.2m cash is to be raised by a combination of £9.8m bank borrowings plus an open offer of ordinary shares worth £13.4m.

The Cross & Herbert stores are situated in Devon, the home counties, South West London, North London and East Anglia. This means there is almost no overlap with Lloyds existing businesses, situated mainly in the Midlands and the North of England.

Lloyds plan to close down Cross & Herbert's head offices in Egham and the warehouse at Hoddesdon, causing about 150 redundancies. However, Allen Lloyd says there will be no pharmacy manager redundancies.

The company intends to undertake a £2m refurbishment programme over the next 12 months, and all the new stores will trade under the Lloyds name.

While Lloyds current borrowing looks high at present,

Allen Lloyd describes the additional borrowing associated with the purchase as "controlled."

"We will be able to repay the debt in two years and by June 1991 expect gearing to be reduced to less than 100 per cent," he said.

Lloyds can expect to recoup some of the debt from the sale of the real estate at Egham and Hoddeston; in the wake of previous acquisitions they have also raised cash by the sale and leaseback of retail premises.

The company is planning to introduce its own label range into the Cross & Herbert stores with the intention of pushing up turnover and increasing margins. However, Cross & Herbert's financial record to date shows they have achieved similar gross margins to Lloyds.

Allen Lloyd and his wife intend to take up their entitlement to the 25.5 per cent of the additional ordinary share capital being issued to help fund the buyout, and other shareholders will be invited to participate in the new issue. All the directors of Cross & Herbert will resign when the takeover is completed and Mr R.J. Cross, the Hon Peter Herbert, Mr F.G. Calton and Mr B.C. Simpkins will receive £130,000, £25,000, £85,000 and £253,000 respectively to compensate.

Numark Management move

Numark Management Ltd are moving from their existing Warminster central office to new premises in Tamworth. The company expects to be in its new building on June 6.

The main thrust of the Numark business is in the Midlands, the North of England, Scotland and Northern Ireland, and the directors decided to move closer to both their members and central suppliers.

Financial director and

company secretary Bernard Miller added: "We wanted to be near an airport too, and our new premises are convenient for Birmingham's." Numark's Warminster offices are on the market for around £750,000. The new Tamworth offices have been leased with an option to purchase. Numark Management Ltd, Numark House, 5/6 Fairway Court, Amber Close, Tamworth Business Park, Tamworth, Staffs, B77 4RP. Tel: 0827 69269.

Hanimex form new division

Hanimex (UK) Ltd have formed a new division under their national sales manager Graham Fenton to market and sell the company's 1989 products. Called Clearline, it will be responsible for the management of Hanimex and Vivitar stock including cameras, flashguns, lenses, and video and photo accessories.

The company's consumer products division will continue to have responsibility for the company's 1990 products.

Hanimex's new marketing plans include a five-year buy-back guarantee for all consumers buying the Vivitar V2000 and V6000 SLR cameras (C&D May 26, p917).

Not so fit for the '90s

The company which designed and fitted the winning pharmacy in the C&D/Whitehall Laboratories "Fit for the '90s" shop design award has gone into receivership.

At the time of going to press, a spokesman for receivers Robson & Rhodes, Ian Wood, said it was too early to say if the company would continue trading.

He emphasised, however, that only the shopfitting and systems side of the group, Apiels Ltd and Apiels Systems Ltd respectively, are in the hands of receivers. The joinery, development and construction side of the group are still functioning normally.

Redundancies have been made, but Mr Wood was not prepared to put a figure on how many employees were involved.

Counterclaim: following receivership (C&D May 26, p940) Mike Chambers remains marketing director and Mike Williams is staying on as sales director.



After nearly 150 years occupying the same site in Hitchin, William Ransom & Son are planning to move their entire operation to a new 6.5 acre site at Biggleswade in Bedfordshire. Chairman Michael Ransom and the company's board of directors attend the turf-cutting ceremony. Completion of the project is scheduled for mid-1992.

1,200 Unichem members yet to convert shares

Despite the overwhelming conversion vote at the Unichem annual meeting, as many as 1,200 Unichem members have not yet applied for their existing shares to be converted into the new plc shares.

Unichem are very concerned by this as members who do not exchange their shares by June 25 will not be able to do so after that date.

The industrial and provident society have sent round a letter to these members explaining they will suffer a substantial financial disadvantage if they fail to convert their shares. The old shares can only be redeemed for their face

value of £1; the new shares are likely to be worth anything up to £22 each, depending on the value put on the company.

Pharmacists must return the pink application form together with their existing Unichem share certificates by 3.00pm June 25 to take advantage of this massive increase in value.

At the same time Unichem is strongly encouraging members to apply for offer shares, where the same deadline applies. In this case the pharmacist should send in the blue form sent out with the conversion document, together with a cheque for the requisite sum.

ICC trademark appeal against J&J proceeds

International Chemical Co can go ahead with an appeal against a decision to allow a rival American corporation to register a drug with a name similar to its pain-killer Anadin, the High Court ruled on Friday.

In 1989 Johnson & Johnson, based in New Jersey, were granted permission to register as

AAH Pharmaceuticals have made their VAT exemption forms available through the company's Link computer ordering systems, in response to increased demand. The Link code for the VAT exemption form is VAT1F.

The forms enable the chronically sick or disabled to claim back VAT charges on AAH healthcare or home health items purchased for their personal use.

a trademark their product Inadine in Britain, despite opposition from ICC. ICC was granted time to appeal against the decision by the Registrar and served notice of its intention on J&J's trademark agents in Britain.

In the High Court, J&J argued that the notice should have been served at their American address and that the documents were incomplete. They also said ICC would be too late to serve another notice of motion and so would be unable to go ahead with their appeal to the High Court.

But Mr Justice Mummery rejected these arguments and said the documents were complete and that serving them in America was not necessary. He said the appeal could go ahead, although no date was fixed.

COMING EVENTS

Vitamin seminar

An evening seminar is being organised by the Royal Society of Health in conjunction with the Vitamin Information Service.

The seminar, at Manchester University on June 26, will examine the effect that drugs may have on the vitamin intake of the patient, and the recent research into the role of antioxidant vitamins.

The seminar will start at 6.45pm, and those interested should write to the Royal Society of Health, enclosing a cheque for £6 per person (entrance is free for RSH members).

Liverpool study group

A new College of Pharmacy Practice study group has been set up in Liverpool, with Derek Brown acting as group leader.

The inaugural meeting will be held on June 6 at 5.30pm (for 6pm) in the exhibition area at the Merseyside Regional Health Authority, Hamilton House, 24 Pall Mall, Liverpool. Details from Phil Deeks regional advisor for the Merseyside region, (tel: 051-709 1000 ext 2277).

NPA minishow

The National Pharmaceutical Association is holding a "mini-show" for the South Yorkshire area on Sunday July 1.

The latest PMR methods, dosage compliance packs and cholesterol testing units will be on display, plus NPA offers.

The show will be held at Sheffield Moat House, Chesterfield Road South, Sheffield and will run from 9.30am to 5.30pm. Full details are available from the NPA.

Advance Information

International Society of Pharmaceutical Engineers. "Containment in the pharmaceutical industry", a practical solution seminar at Moat House International, Stratford-Upon-Avon on June 12-13. Registration fee £295 (members) and £355 (non-members). For reservations contact ISPE (Belgium) 32-2-354-5904.

Failsafe. "The EC product safety directive", a seminar at Regent Palace Hotel, London on June 13. Fee £195 plus VAT for first place, additional places £155 plus VAT. Details form Failsafe Conference Secretariat on 071-227 362233.

European Society for Opinion and Marketing Research. "America Japan and EC '92: The prospects for marketing, advertising and research", conference in Venice, June 18-20. Further information from ESOMAR (The Netherlands) 31-20-664-2141.

Beauty International exhibition at Olympia 2, London on June 24-26. Details from Maureen Cropper Associates on 071-498 1011 or Trades Exhibitions 071-262 2886.

The Cosmetic, Toiletry and Perfumery Association Training course in practical microbiology for the cosmetics industry, organised jointly with North East Surrey College of Technology from July 2-6. Fees £500 (members) and £600 (non-members) to include meals but not accommodation. For reservation contact Fiona Hesketh 071-491 98891.

The Royal Society of Chemistry. 5th International Conference on mechanisms of reactions in solution, at University of Kent at Canterbury, July 2-6. For further information, contact Dr John F. Gibson, 071-437 8656.

Spectra Retail Concepts Ltd. "EDI in retailing and financial services", International conference at Regent Crest Hotel, London on July 11-12. Details on 0734 320177.

The one day conference on preregistration training (last week, p907) was organised by preregistration students with the Letham Health Board and not as stated.

Sterling Health Roadshows covering self-medication/headache and cystitis, scheduled for June 5 in Washington and July 10 in Leeds (*Over the Counter* June 1990, p33) will now take place on June 19 and July 4 respectively. Further details from operational manager Les D'Abo Tel: 0483 65599.

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A major part of your brief will involve you in the formulation, implementation and subsequent monitoring

of both a central Retail Development Annual Plan and individually based Development Plans with each member Numark wholesaler.

Ideally aged between 28-35 years, previous experience of a retail multiple environment is essential. Exposure should also have been gained in a retail pharmacy/wholesaler/voluntary trade organisation. Sound man-management and communication skills should also be evidenced.

Salary is in the range of £30k to £35k, plus a prestige 2 litre company car.

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In addition to having overall control of a selected range of suppliers and of the development of specific commodity groups to agreed targets, you will be responsible for the selection and negotiation of lines for national promotion programmes, own brand

range development and market evaluation, new line launches and the development of instore merchandising policy.

Aged between 25 to 35 years, and committed to success, you should have previous experience in a Product Group Management or buying role in a pharmaceutical wholesale/pharmacy multiple/VTO central office environment.

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In both instances, the salaries are backed by generous benefits packages which include pension and health plans and relocation assistance, if appropriate.

To apply, please send a full CV to: Mr T Norris, Managing Director, Numark Management Ltd, 51 Boreham Road, Warminster, Wiltshire BA12 9JU. Closing date for applications: 15th June 1990.



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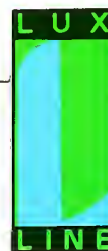
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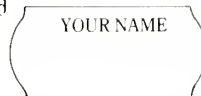
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ABOUT PEOPLE

Perks & Llewellyn open again after 30 years

A Victorian pharmacy has been set up in Hitchin Museum, almost 30 years after it was closed.

It was in 1961 that Perks & Llewellyn, a chemists on the High Street, was shut down. Pharmacist Miss Vi Lewis realised it was something special, and preserved the fixtures and fittings, complete with the bottles, stock and records of the shop, in a specially built extension to her home.

The collection stayed there for some 20 years, and was open to the public by appointment. Miss Lewis then donated it to the Hertfordshire Medical and Pharmaceutical Museum Trust, which launched a vigorous fund-raising appeal, and eventually secured a permanent home for it in a gallery in Hitchin Museum.

Among the green glass jars, labelled and filled with genuine potions, will be a cocaine register, dried leeches and a wide range of enemas. From the window at the far side comes the sound of a Victorian street, and a smell of lavender pervades the air.

This comes from the lavender framing 100 medicinal plants in the physic garden outside. The Ransom Garden, named after the



local pharmaceutical company who donated £12,000 towards the £50,000 appeal target, features a pestle and mortar, sundial and two seats, and depicts Hitchin's history of medicinal plants in the borders and lavender hedges.

It is hoped the pharmacy and physic garden will prove to be a great attraction, especially for children; the emphasis is educational with videos and packs for schools.

The museum is open from 9am to 5pm Monday to Saturday at Paynes Park. Donations to the appeal office can be made on 0462 434476.

Palace reception

Three members of Laughton & Sons, with 98 years of service between them, attended a reception at Buckingham Palace to mark the company's receipt of the Queen's Award for Export Achievement.

The managing director and grandson of the company's founder, Michael Laughton was joined by Maureen Davies and Gordon Jones representing the manufacturing and export departments respectively.

APPOINTMENTS



Numark Management Ltd Douglas Low, managing director of John Hamilton Pharmaceuticals Ltd, Glasgow, has been appointed by the Numark board of directors as chairman elect. Mr Low will take the chairmanship in due course and will hold office until 1992. John Hamilton Pharmaceuticals Ltd has been a member of Numark since 1981, and Mr Low has been a director since January 1984. Mr Low was chairman of the National Association of Pharmaceutical Distributors (1987-1989).

Blackpool Branch, National Pharmaceutical Association Paul Metcalfe has been appointed as chairman of the Blackpool Branch, and Michael Hastings, secretary.

Coloplast Ltd have appointed Alison Winter as nurse advisor for their wound care business.

Hanimex (UK) Ltd have announced the final phase of their reorganisation following the takeover of Gestetner last year: Graeme MacPhee becomes manager of Hanimex-Vivitar Photo Division; Roger Ayling becomes general sales manager for Hanimex-Vivitar, with two national accounts managers, Tony Limrick and Gordon Dickens, reporting to him; Katrina Blankenstein, Ray Holland, Tony Price, Keith Dobson, Mike Head, and Chris Tilley are appointed as regional sales managers; Des Morgan is promoted to commercial director; Anne Mapson is promoted to marketing services manager, Hanimex Europe; and Graham Fenton, national sales manager, is to head a new division — Clearline — responsible for the management of Hanimex-Vivitar stock.

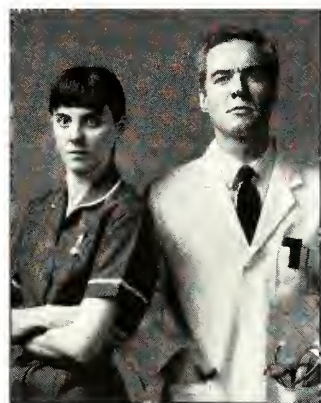
Macarthy Wholesale Division have appointed Suzanne Sive as buying controller, to negotiate and co-ordinate buying in their William Davidson, Macarthy Medical, Ridley and James Taylor businesses, and to develop a closer relationship with suppliers. She will be part of the marketing team, reporting to David Wood, business development director. Ms Sive will be located in the new divisional head office at 3 Brunel Court, Cornerhall, Hemel Hempstead HP3 9XX.



A 265 mile sponsored walk is being undertaken by Graham Jobs to raise money for four children's charities. The walk between Malmesbury (Wilts) and Niebull, West Germany, received a boost when Sterling Health and Numark presented a cheque for £2,000. Mr Jobs (second right) is pictured with well wishers including (from left) Julia Bowen, Mayor of Malmesbury, film producer David Puttnam, Richard Needham, MP for Malmesbury, Roger Beazer, Sterling Health, and children representing the benefiting charities.

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